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SURVEYS OF CONSUMER ATTITUDES

TABLES AND CHARTS

AUGUST 1980

Institute for Social Research

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TABLES AND CHARTS

AUGUST 1980

The August 1980 survey is the 121st. in a series of survey of consumer attitudes conducted during the last 30 years. The purpose of these surveys is to measure changes in consumer attitudes and expectations, and to increase understanding of why these changes occur and how they affect consumer decisions to make discretionary purchases or to save. This type of understanding is an essential ingredient for forecasting changes in aggregate consumer behavior.

Two charts are presented for most questions. One gives quarterly results from 1955 to the last quarterly observation. A second chart shows monthly results since January of 1978, when this series was instituted, along with a simple three month moving average, plotted on the last of the three months.

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CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

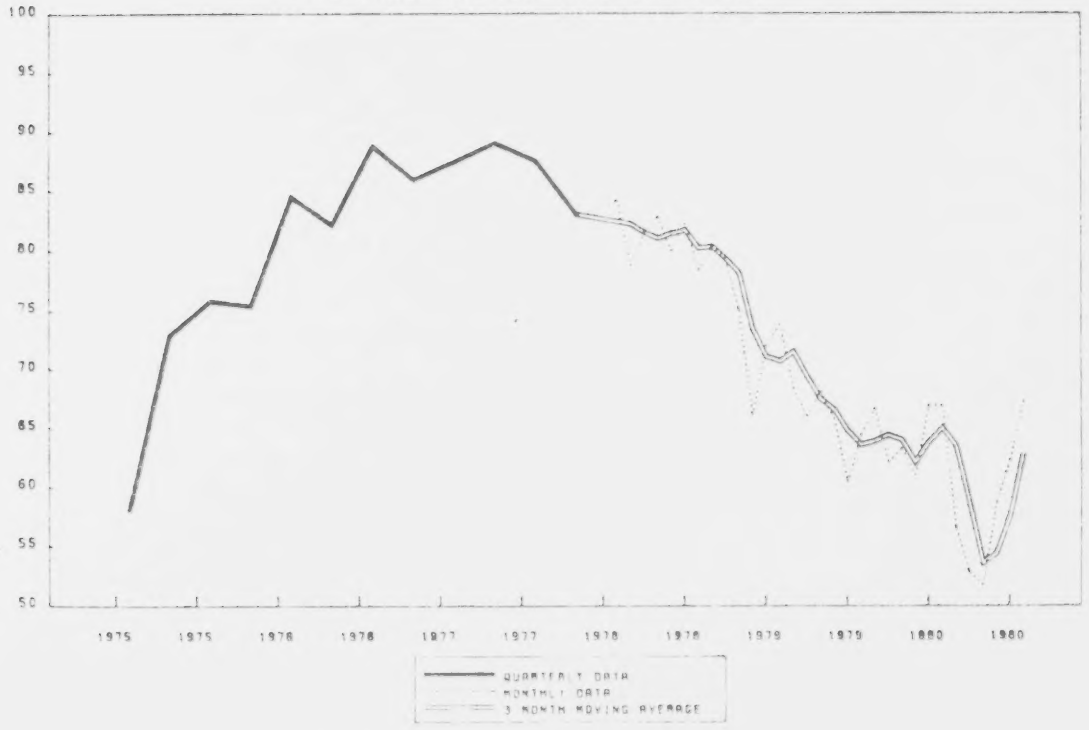

CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT

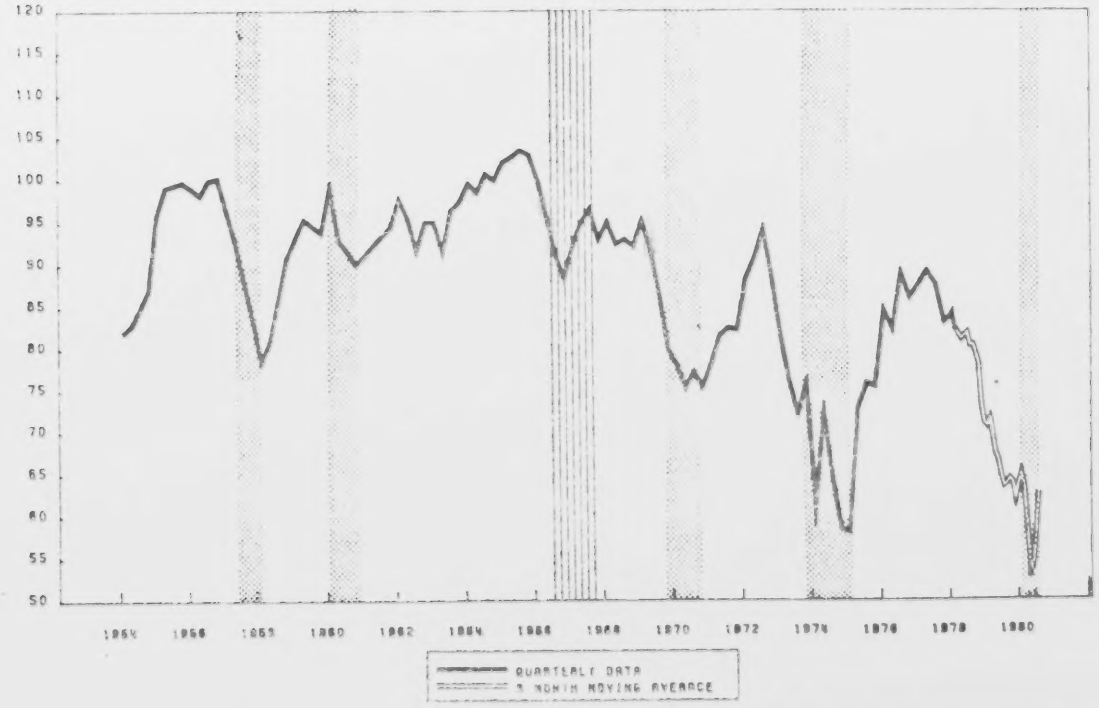

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TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
August 1977	87.6	101.7	
November 1977	83.1	94.0	95.5
January 1978	83.7	95.6	94.7
February 1978	84.3	98.0	100.1
March 1978	78.8	87.5	93.8
April 1978	81.6	94.5	92.9
May 1978	82.9	87.1	90.0
June 1978	80.0	92.7	94.6
July 1978	82.4	91.7	92.4
August 1978	78.4	85.1	85.4
September 1978	80.4	87.2	87.2
October 1978	79.3	88.1	89.1
November 1978	75.0	81.0	83.0
December 1978	66.1	73.8	76.8
January 1979	72.1	83.7	84.8
February 1979	73.9	84.3	86.6
March 1979	68.4	75.3	73.6
April 1979	66.0	73.7	77.0
May 1979	68.1	73.5	76.7
June 1979	65.8	71.8	72.9
July 1979	60.4	67.2	68.0
August 1979	64.5	70.0	71.3
September 1979	66.7	71.6	74.4
October 1979	62.1	65.6	65.5
November 1979	63.3	68.3	69.9
December 1979	61.0	66.2	73.2
January 1980	67.0	70.8	70.9
February 1980	66.9	70.8	73.5
March 1980	56.5	62.3	64.5
April 1980	52.7	54.2	57.2
May 1980	51.7	55.2	53.3
June 1980	58.7	61.6	63.7
July 1980	62.3	67.6	67.3
August 1980	67.3	70.9	74.2

TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
August 1977	84.7	87.6	87.2	91.0	99.3	85.5	80.9
November 1977	83.4	80.0	83.1	87.2	96.3	83.5	73.8
January 1978	84.1	85.5	81.3	83.7	93.7	86.7	75.0
February 1978	83.0	81.9	81.6	94.2	99.7	82.3	77.1
March 1978	78.7	76.7	79.7	79.6	91.7	76.8	68.8
April 1978	82.5	80.9	81.6	81.6	91.8	79.7	74.0
May 1978	79.7	81.5	84.3	86.4	95.1	78.9	74.5
June 1978	76.5	79.6	79.5	85.1	91.7	75.7	72.4
July 1978	85.4	78.2	78.8	91.0	92.2	78.4	77.4
August 1978	78.7	80.4	77.6	76.2	87.8	77.2	69.8
September 1978	80.1	77.8	80.3	85.6	86.6	83.9	72.1
October 1978	82.2	79.9	78.4	77.1	90.6	76.7	70.8
November 1978	69.6	73.1	76.1	82.4	82.5	73.3	69.0
December 1978	62.1	65.6	67.5	71.4	71.7	63.9	63.6
January 1979	73.5	76.4	69.3	70.6	82.7	70.6	63.2
February 1979	68.0	75.8	73.5	77.5	80.9	74.6	67.7
March 1979	65.5	71.3	68.0	67.4	77.9	64.7	63.3
April 1979	58.1	65.6	71.9	64.8	71.5	66.4	61.8
May 1979	64.9	68.2	69.1	69.6	74.6	65.3	64.1
June 1979	66.8	63.3	66.8	66.3	71.2	62.9	63.9
July 1979	60.4	58.0	63.3	59.7	67.7	60.9	54.1
August 1979	61.7	63.0	62.9	71.7	72.1	64.0	58.2
September 1979	64.1	65.2	67.0	70.9	71.5	66.8	63.2
October 1979	59.5	60.4	64.0	63.5	69.5	58.3	60.1
November 1979	59.8	64.1	65.8	61.9	70.8	60.7	57.3
December 1979	61.7	59.5	59.7	64.6	68.1	57.1	59.3
January 1980	67.4	60.1	71.3	71.6	75.5	63.1	61.6
February 1980	63.0	65.9	65.7	72.8	74.3	65.7	60.5
March 1980	54.4	57.3	56.7	56.9	61.4	56.2	50.7
April 1980	50.9	58.0	50.7	51.5	60.5	43.6	51.8
May 1980	54.6	50.8	49.3	53.0	62.8	46.6	43.4
June 1980	54.4	58.0	56.4	67.3	65.9	53.5	58.1
July 1980	55.9	58.5	66.4	68.6	69.9	58.1	58.8
August 1980	59.0	66.2	72.6	68.1	72.0	64.8	66.0

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

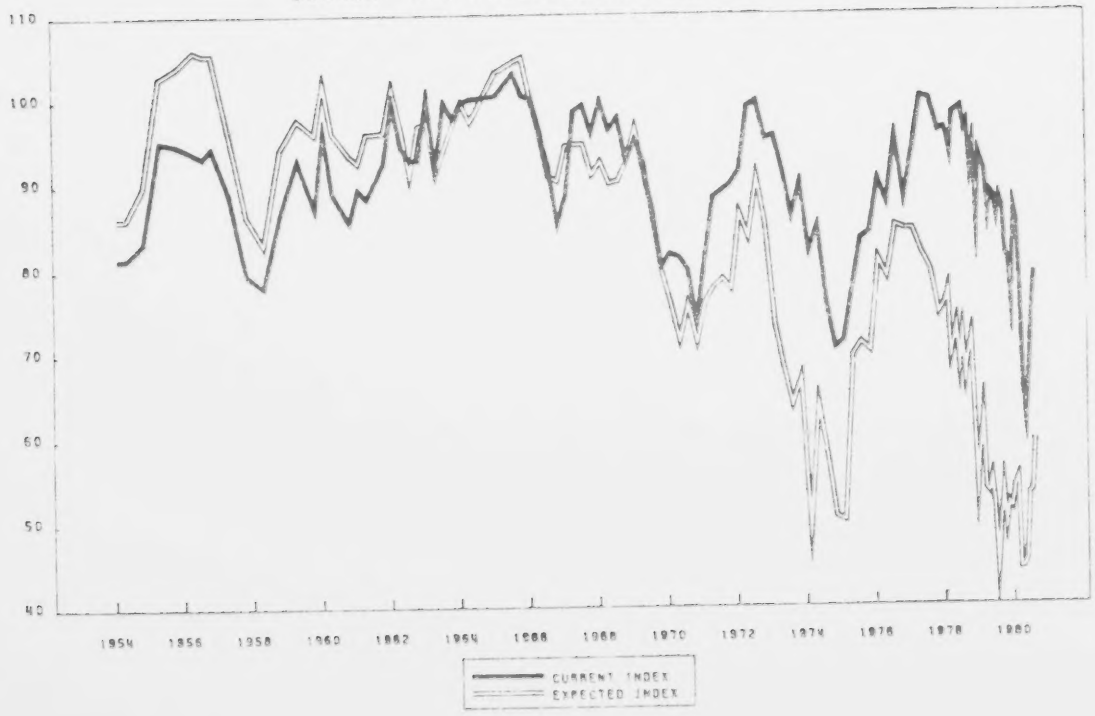

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TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
	Current	Expected	12 months	5 years			
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
August 1977	108	116	116	86	148	99.5	80.0
November 1977	107	107	104	85	139	96.0	74.7
January 1978	105	114	106	80	142	96.2	75.7
February 1978	106	109	108	89	139	95.4	77.2
March 1978	100	107	91	76	140	93.2	69.5
April 1978	104	112	99	71	148	98.0	71.1
May 1978	105	111	99	79	147	98.2	73.0
June 1978	107	102	97	71	146	98.4	68.1
July 1978	108	111	105	69	146	98.7	72.0
August 1978	101	112	82	70	145	96.1	67.0
September 1978	109	109	96	71	140	96.9	69.8
October 1978	96	104	103	77	138	91.2	71.7
November 1978	106	106	74	67	135	94.1	62.8
December 1978	95	96	61	53	123	85.2	53.8
January 1979	101	99	72	58	139	93.3	58.4
February 1979	98	98	75	71	138	92.2	62.2
March 1979	96	99	57	53	138	91.2	53.7
April 1979	85	90	63	55	134	85.9	53.3
May 1979	91	95	58	62	136	88.7	54.9
June 1979	92	91	54	55	134	88.2	51.4
July 1979	90	92	39	40	130	85.7	44.2
August 1979	95	98	46	48	131	88.2	49.3
September 1979	90	98	60	51	133	87.1	53.6
October 1979	83	96	48	49	126	81.6	49.5
November 1979	86	97	52	54	120	80.9	52.0
December 1979	83	101	50	50	110	75.8	51.5
January 1980	96	106	58	47	127	87.1	54.1
February 1980	85	99	55	60	134	85.5	54.9
March 1980	76	92	38	41	116	75.3	44.3
April 1980	73	94	32	45	94	65.8	44.4
May 1980	79	100	31	44	77	61.7	45.3
June 1980	78	101	43	63	93	67.4	53.0
July 1980	90	105	45	58	104	76.1	53.4
August 1980	93	111	63	60	109	79.4	59.6

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

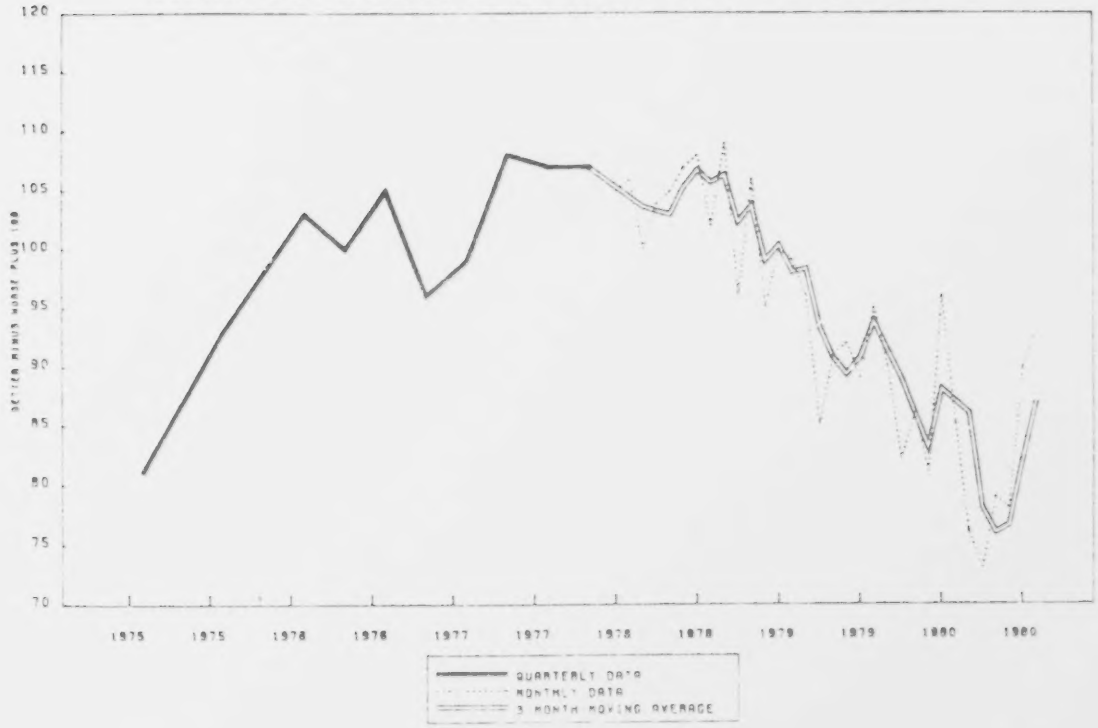

CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

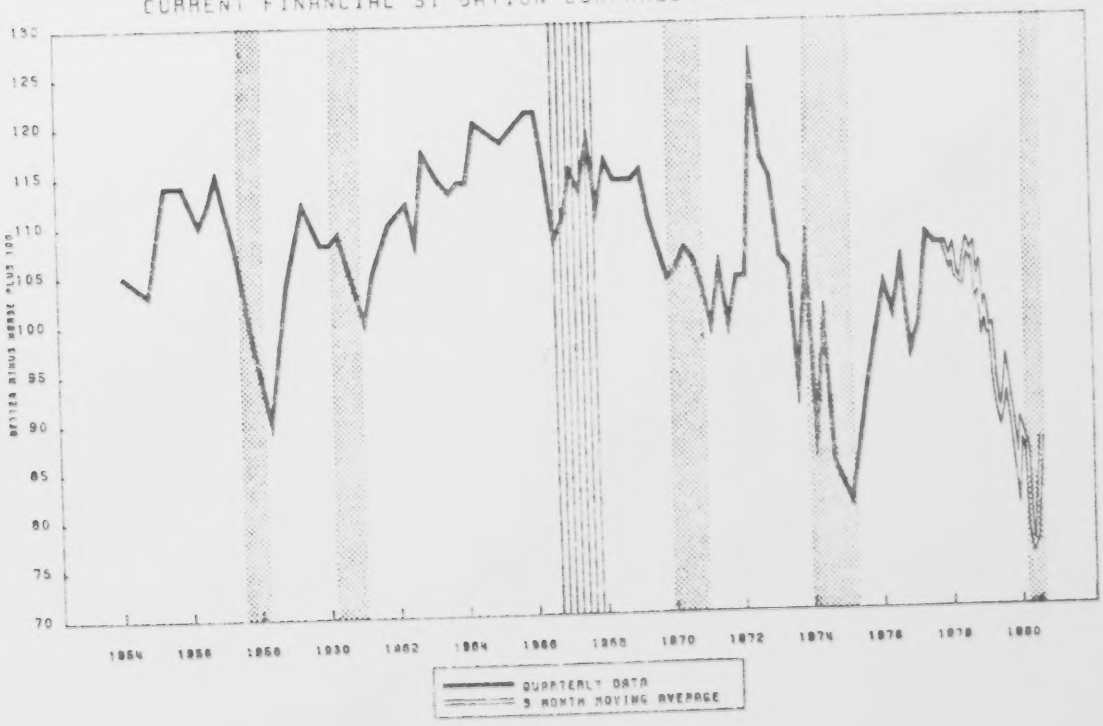

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TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
BETTER OFF	33%	31%	28%	30%	28%	34%	30%	24%	24%	26%	25%	30%	33%
SAME	28	28	26	25	26	28	25	28	25	26	26	29	26
WORSE OFF	38	41	45	44	45	38	45	48	51	47	47	40	40
DK,NA	1	*	1	1	1	*	*	*	*	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR FINANCIAL SITUATION COMPARED TO A YEAR AGO

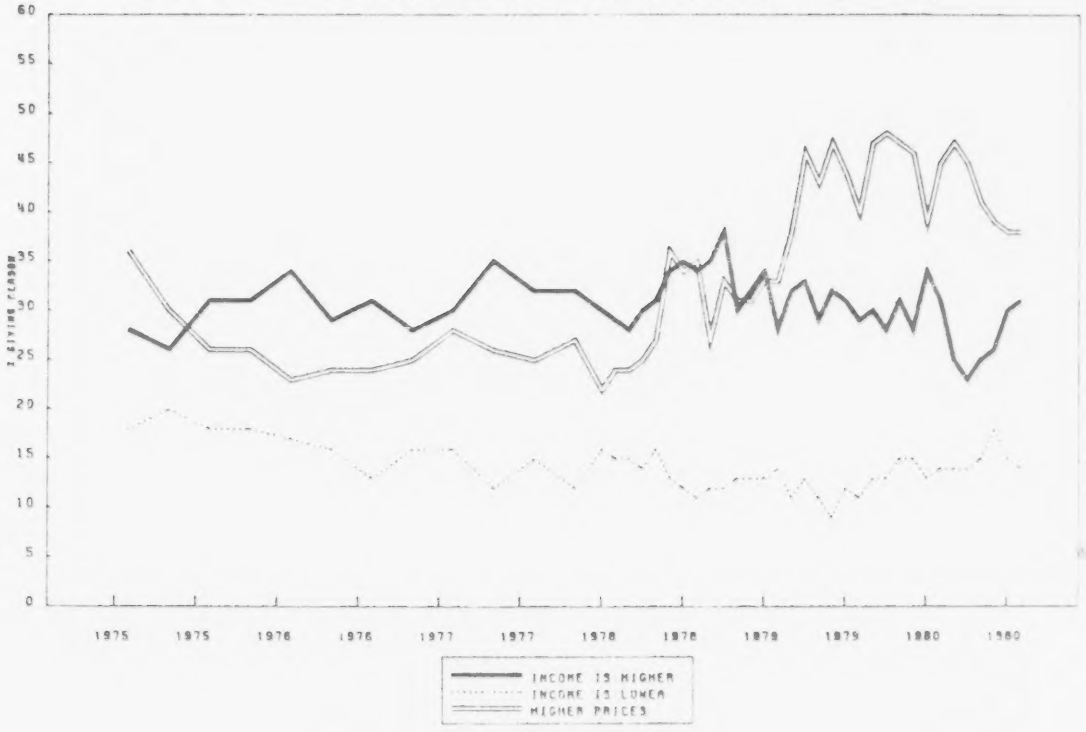

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TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 198
BETTER OFF THAN YEAR AGO:													
Income is higher	29%	30%	28%	31%	27%	34%	31%	25%	23%	25%	26%	30%	3
WORSE OFF THAN YEAR AGO:													
Income is lower	11	13	13	15	14	13	14	14	14	15	18	15	14
Higher prices	40	47	48	47	44	39	45	47	45	41	39	36	3

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

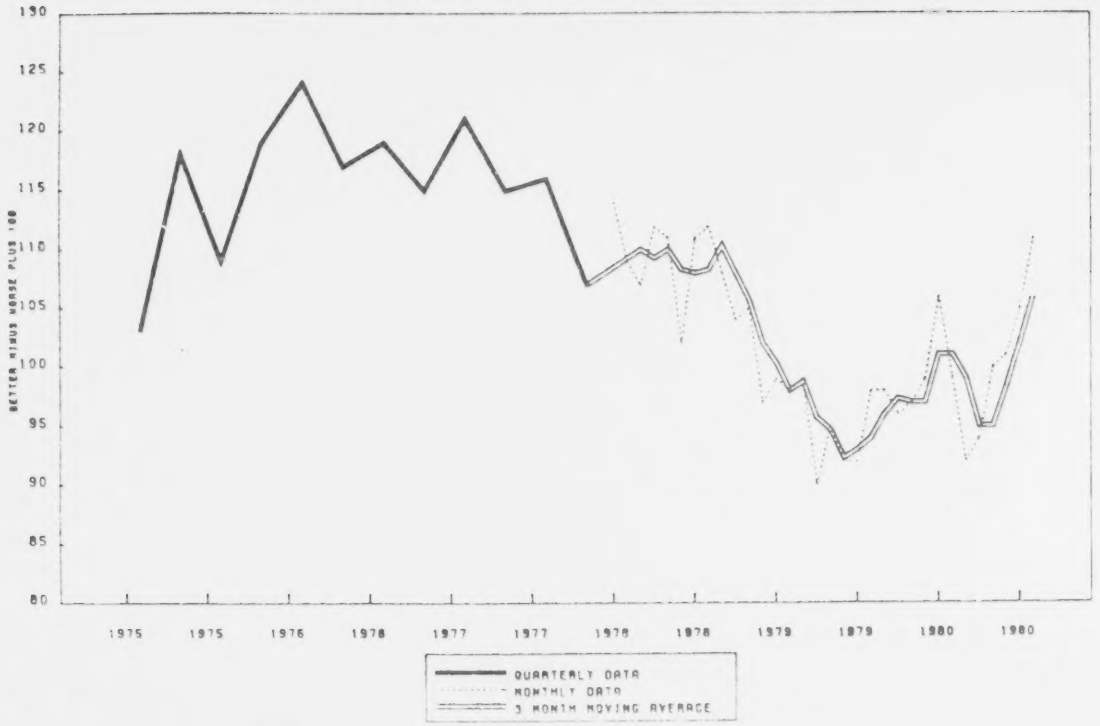

CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

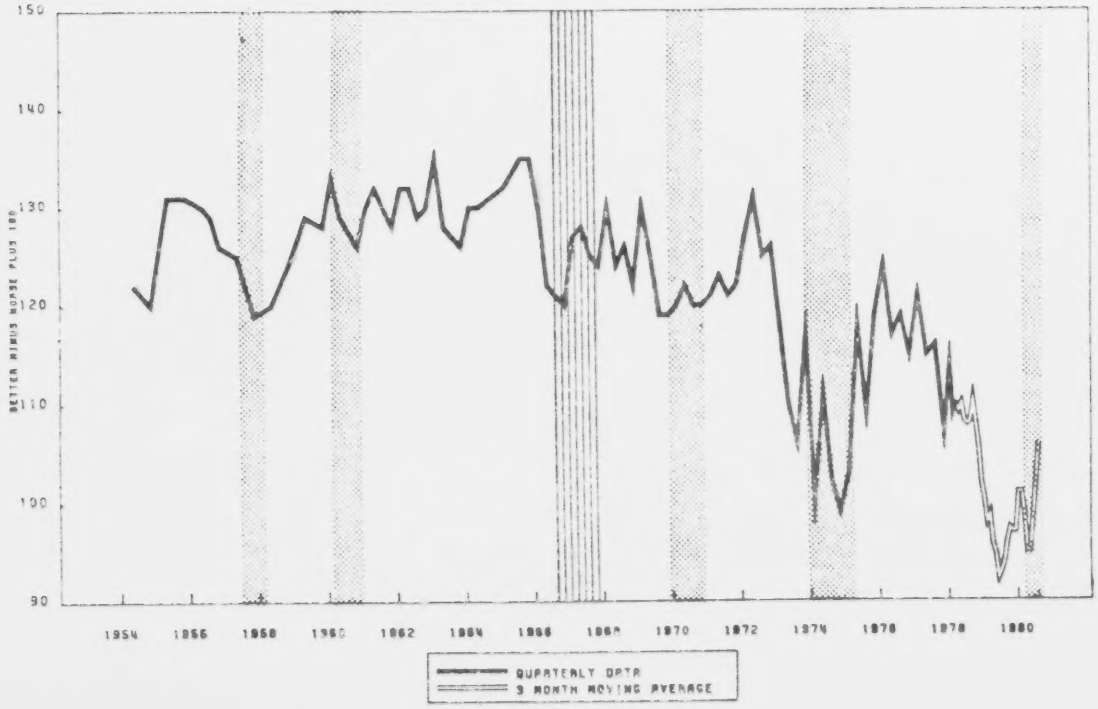

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TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
BETTER OFF	23%	24%	24%	21%	26%	28%	25%	20%	25%	27%	26%	26%	30%
SAME	50	47	45	53	45	46	45	47	42	43	46	48	48
WORSE OFF	25	26	28	24	25	22	26	28	31	27	25	21	19
DK,NA	2	3	3	2	4	4	4	5	2	3	3	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

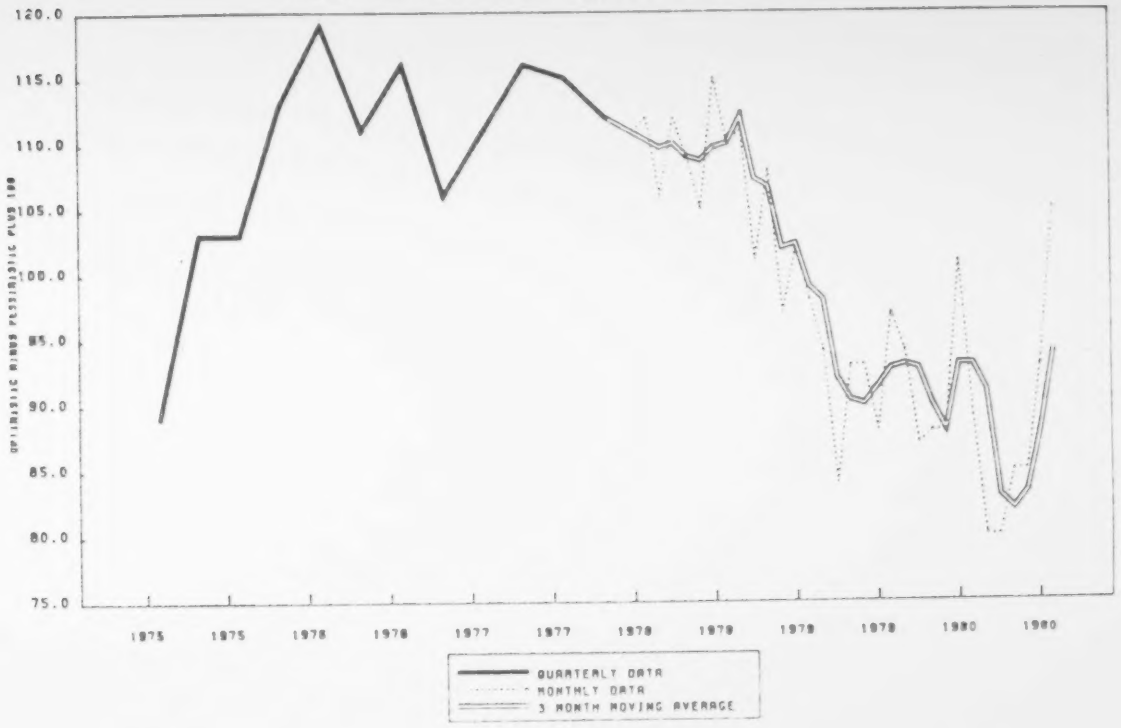

CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

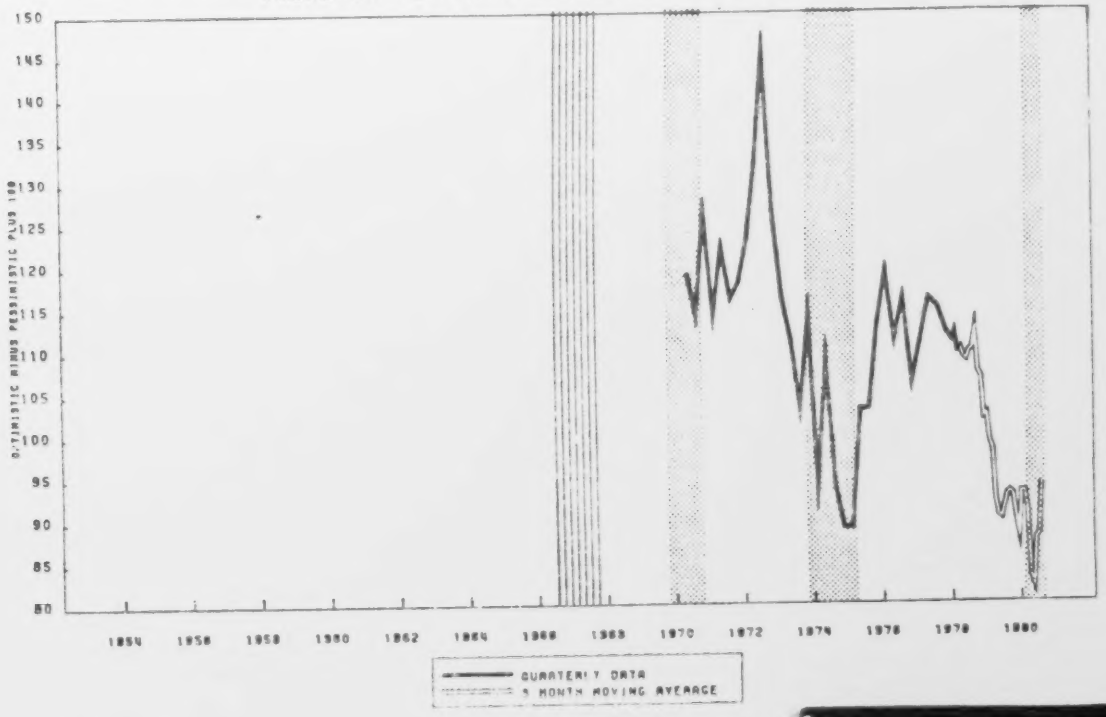

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TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	13%	11%	11%	11%	12%	15%	13%	7%	8%	11%	10%	12%	12%
Intermittant increase (b)	21	20	18	19	18	21	19	16	16	17	16	19	22
Remained unchanged (c)	17	16	14	16	14	16	12	15	14	12	14	14	16
Intermittant decline (d)	22	21	23	25	23	20	25	27	23	27	27	28	17
Continuous decline (e)	16	16	19	16	18	14	18	17	21	16	14	10	12
Mixed change (f)	9	13	12	10	11	10	10	13	16	14	15	11	18
DK,NA	2	3	3	3	4	4	3	5	2	3	4	6	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
EXPECT INCREASE:													
1-4%	5%	na	na	5%	na	na	6%	na	5%	6%	5%	5%	6%
5%	7			8			8		8	7	7	8	10
6-9%	17			14			14		14	12	13	11	15
10-24%	19			19			20		23	24	25	20	20
25% or more	6			6			9		7	6	8	5	6
DK how much up	8			8			7		7	8	8	10	9
EXPECT SAME	27			28			24		25	22	21	21	21
EXPECT DOWN	8			8			10		9	13	12	18	11
DK,NA	3			4			2		2	2	1	2	2
TOTAL	100%			100%			100%		100%	100%	100%	100%	100%
CASES	1212			1327			1019		719	703	688	668	658

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

na : Not available.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

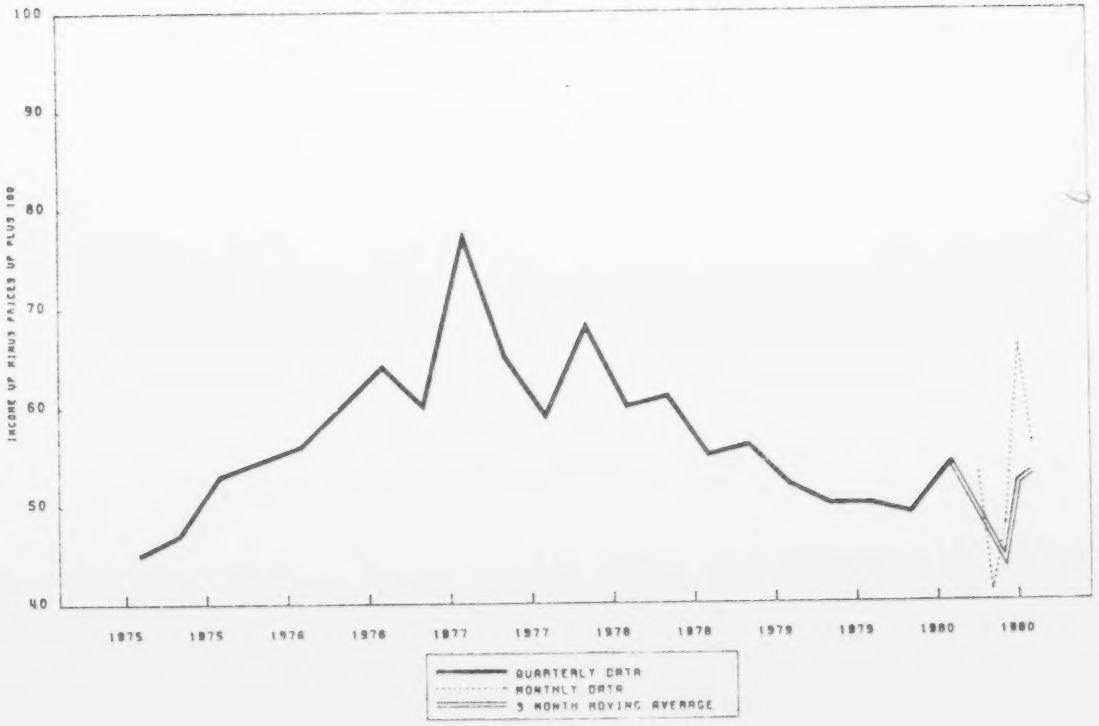

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TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
INCOME UP MORE	12%	na	na	12%	na	na	13%	na	11%	8%	11%	12%	13%
INCOME UP SAME	25			23			27		22	22	25	30	29
PRICES UP MORE	61			63			59		66	67	63	56	57
DK,NA	2			2			1		1	3	1	2	1
TOTAL	100%			100%			100%		100%	100%	100%	100%	100%
CASES	1212			1327			1019		719	703	688	668	658

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

na : Not available.

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

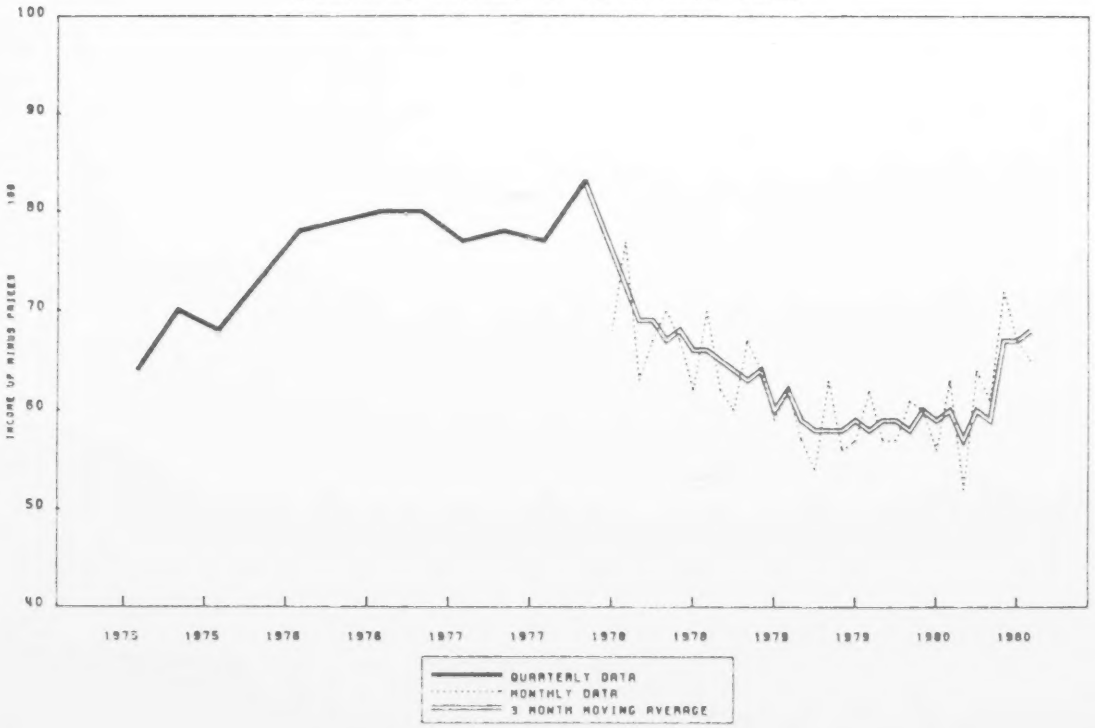

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TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
INCOME UP MORE	12%	10%	9%	10%	11%	8%	14%	8%	12%	12%	14%	12%	11%
INCOME UP SAME	34	34	35	38	34	36	33	32	37	34	41	38	40
PRICES UP MORE	50	53	52	49	51	52	51	56	48	51	42	45	46
DK,NA	4	3	4	3	4	4	2	4	3	3	3	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 11 - RECENT CHANGES

TREND IN INCOME AND PRICE COMPARISON

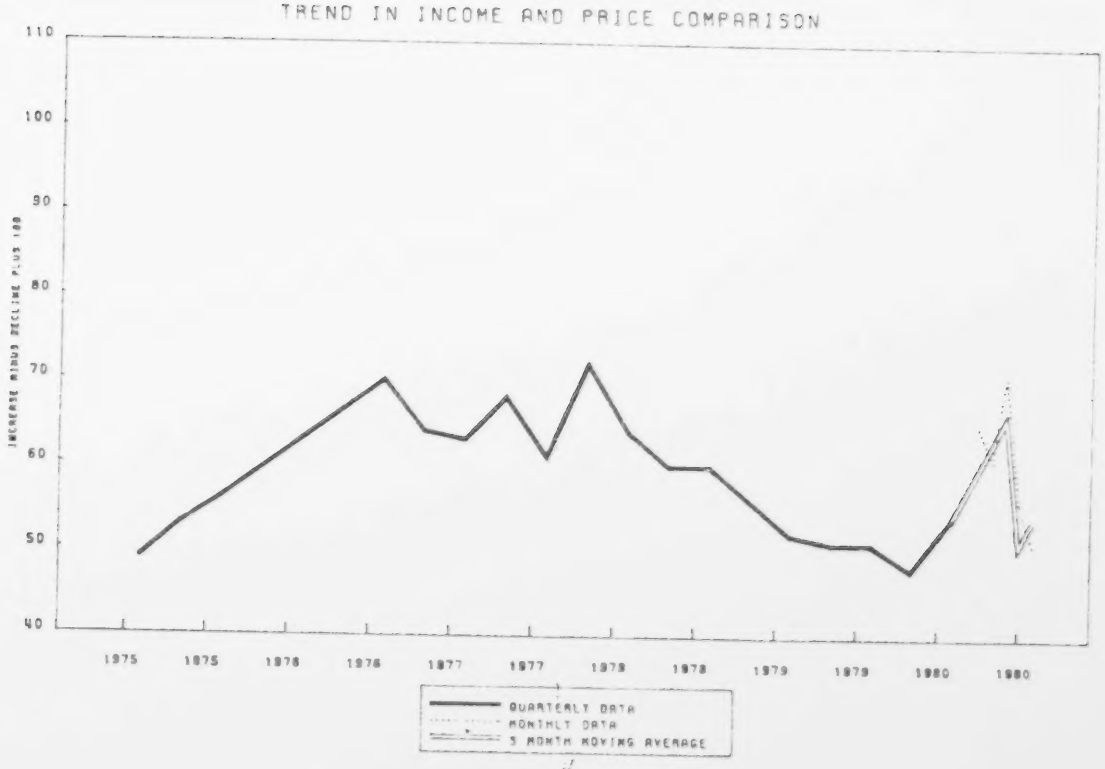

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TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
REAL INCOME PROGRESS:													
Continuous increase (a)	4%	na	na	4%	na	na	7%	na	4%	2%	5%	5%	3%
Intermittant increase (b)	8			8			8		8	9	8	9	11
Remained unchanged (c)	15			14			16		13	11	16	17	17
Intermittant decline (d)	20			22			19		24	22	26	23	22
Continuous decline (e)	41			42			42		41	44	35	35	37
Mixed change (f)	7			6			6		6	6	7	5	6
DK,NA	5			4			2		4	6	3	6	4
TOTAL	100%			100%			100%		100%	100%	100%	100%	100%
CASES	1212			1327			1019		719	703	688	668	658

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

na : Not available.

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CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

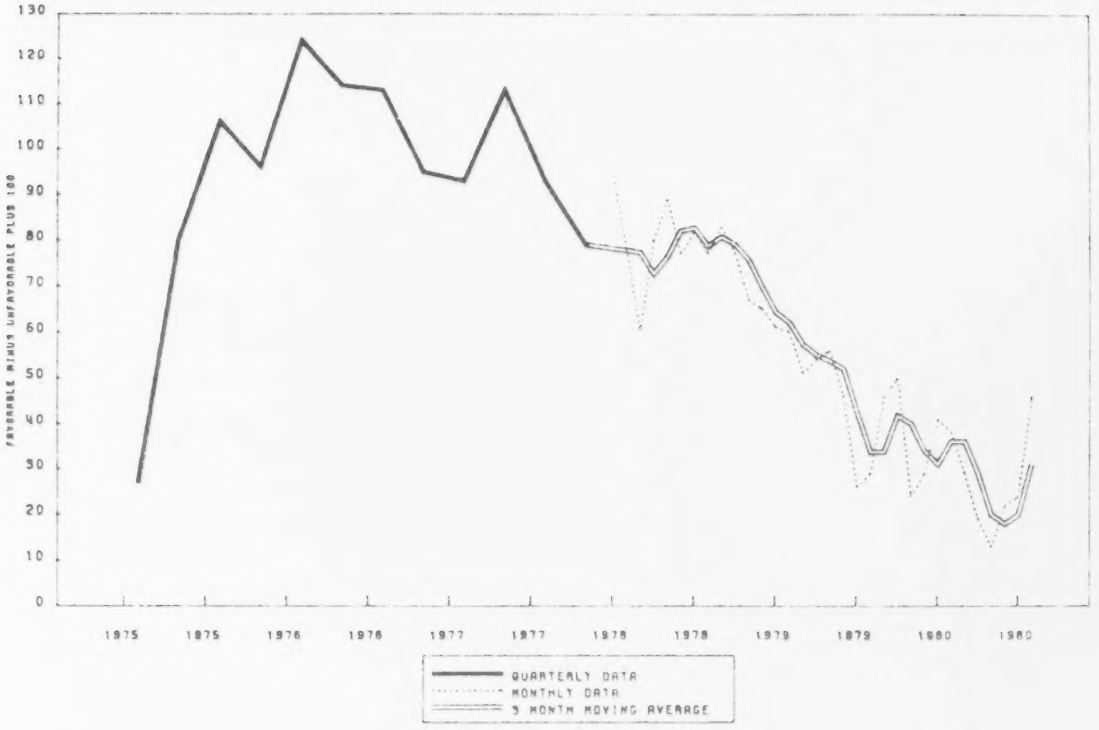
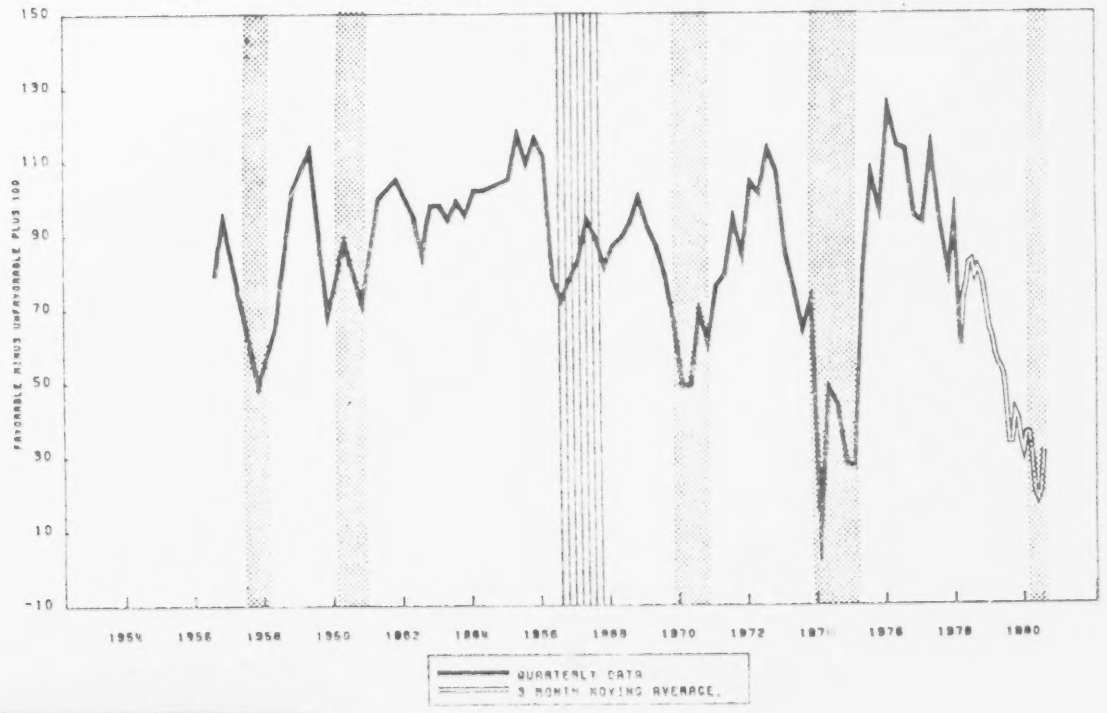


CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS



BEST AVAILABLE COPY

TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
FAVORABLE NEWS	13%	11%	13%	11%	11%	17%	14%	11%	10%	10%	15%	19%	24%
UNFAVORABLE NEWS	89	65	63	87	79	76	76	82	91	97	93	95	78
NO MENTIONS	34	47	47	38	41	39	41	41	35	30	29	30	34

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 198
FAVORABLE NEWS:													
Government; elections	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	*	1
Employment	6	4	4	3	4	6	5	3	3	1	3	4	7
Consumer demand high	1	1	1	*	1	1	1	1	1	*	1	1	1
Prices are low	*	*	1	1	*	1	1	*	1	1	1	1	*
Credit is easy	*	*	*	*	1	1	1	*	*	5	7	7	6
UNFAVORABLE NEWS:													
Government; elections	3	3	2	3	3	4	3	3	3	4	2	4	3
Unemployment	21	16	15	16	22	18	19	14	21	40	50	43	31
Consumer demand low	10	6	7	6	10	8	10	8	9	10	9	12	12
Prices are high	20	13	13	16	10	16	14	17	17	11	8	12	13
Credit is tight	5	6	9	20	14	7	9	22	24	16	9	5	5
Energy crisis	11	4	3	5	4	4	4	1	1	*	1	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

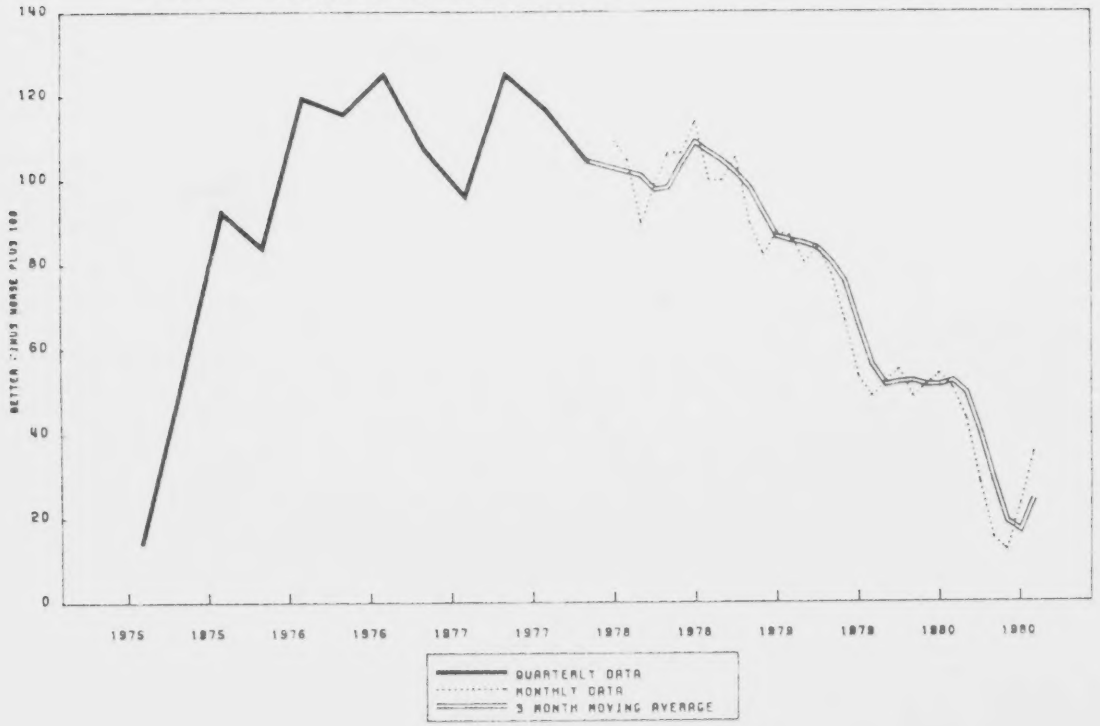


CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

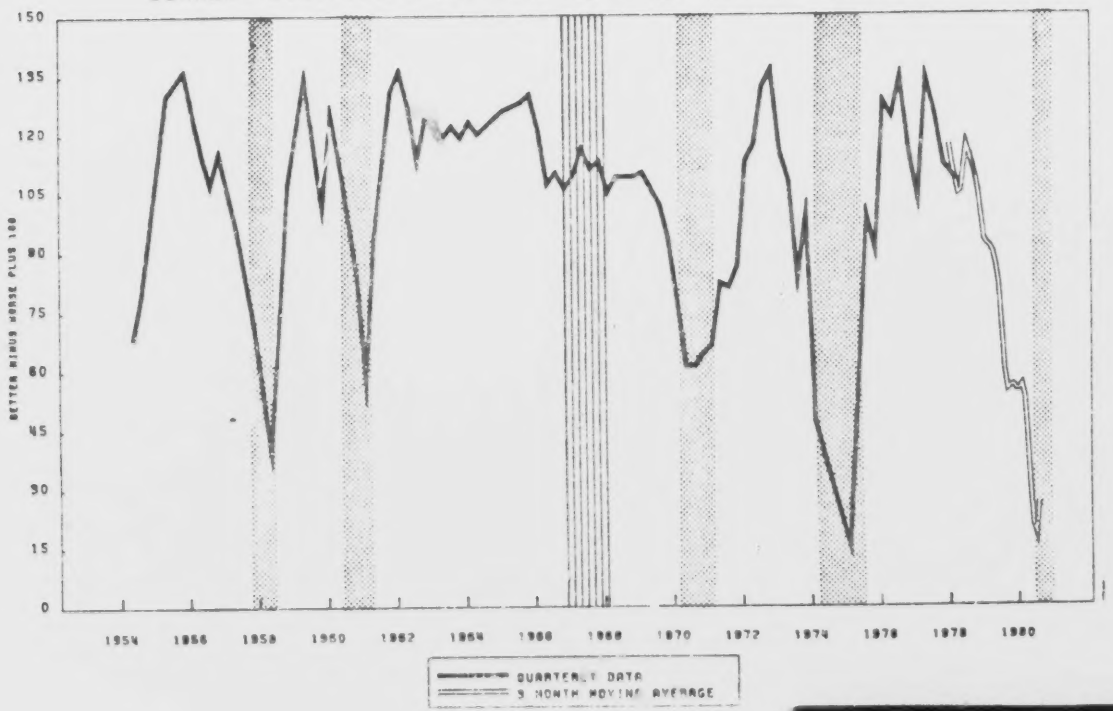


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TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
BETTER NOW	20%	22%	22%	19%	21%	21%	21%	15%	10%	6%	4%	10%	15%
SAME	10	9	11	13	12	14	10	12	10	4	5	4	7
WORSE NOW	68	66	63	66	65	62	67	69	79	90	90	85	77
DK,NA	2	3	4	2	2	3	2	4	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

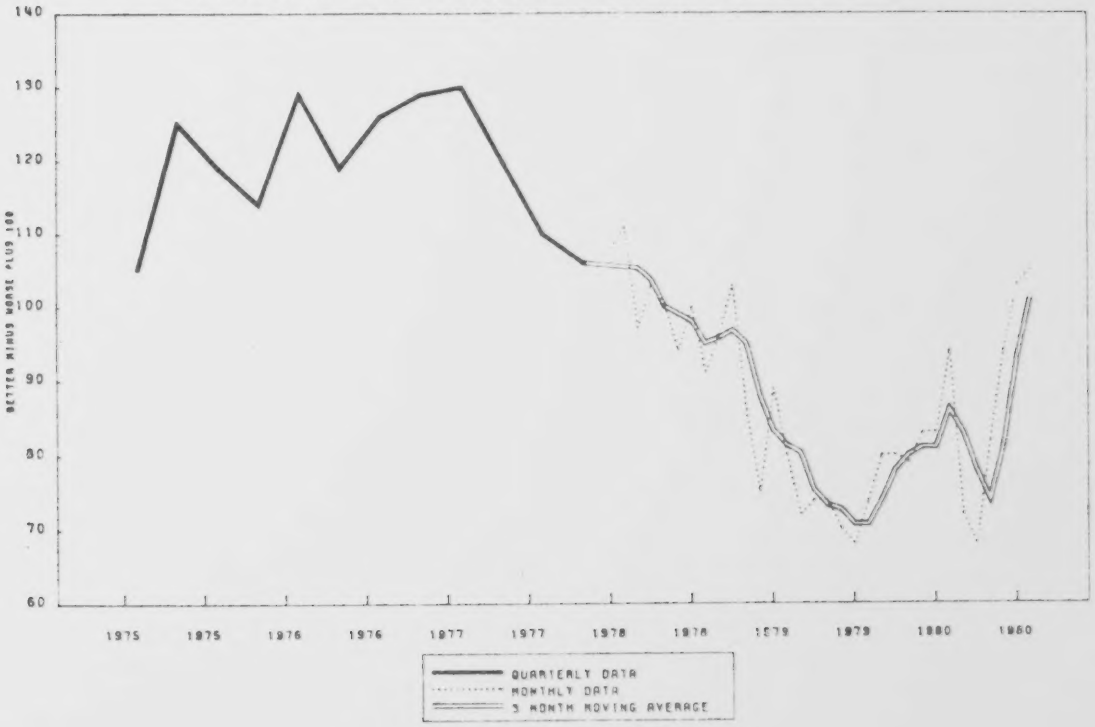
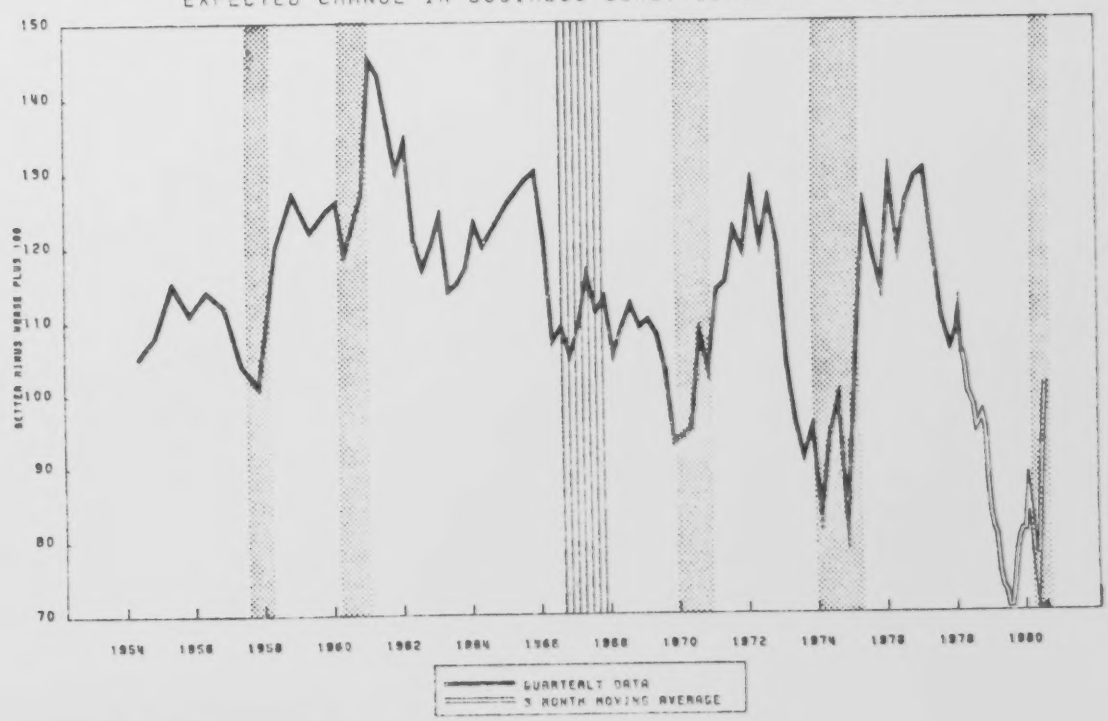


CHART 15 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR



BEST AVAILABLE COPY

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
BETTER	13%	15%	15%	15%	17%	17%	21%	14%	14%	21%	26%	28%	28%
SAME	46	46	47	47	43	45	49	42	37	37	38	43	44
WORSE	39	35	35	36	36	35	27	42	46	39	32	25	23
DK,NA	2	4	3	2	4	3	3	2	3	3	4	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
FAVORABLE REASONS:													
Government; elections	6%	na	na	9%	na	na	11%	na	8%	11%	10%	15%	14%
Employment	2			2			4		2	2	3	4	4
Consumer demand high	3			2			3		1	3	1	2	3
Prices are low	1			2			1		3	2	3	1	1
Credit is easy	*			2			1		1	4	5	2	3
UNFAVORABLE REASONS:													
Government; elections	9			8			13		15	7	7	12	7
Unemployment	9			9			5		11	14	12	10	7
Consumer demand low	7			7			7		6	5	5	6	7
Prices are high	24			23			16		25	14	10	9	14
Credit is tight	2			7			3		12	6	4	2	2
Energy crisis	8			6			6		3	2	1	1	1

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on Table 15.

na : Not available.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

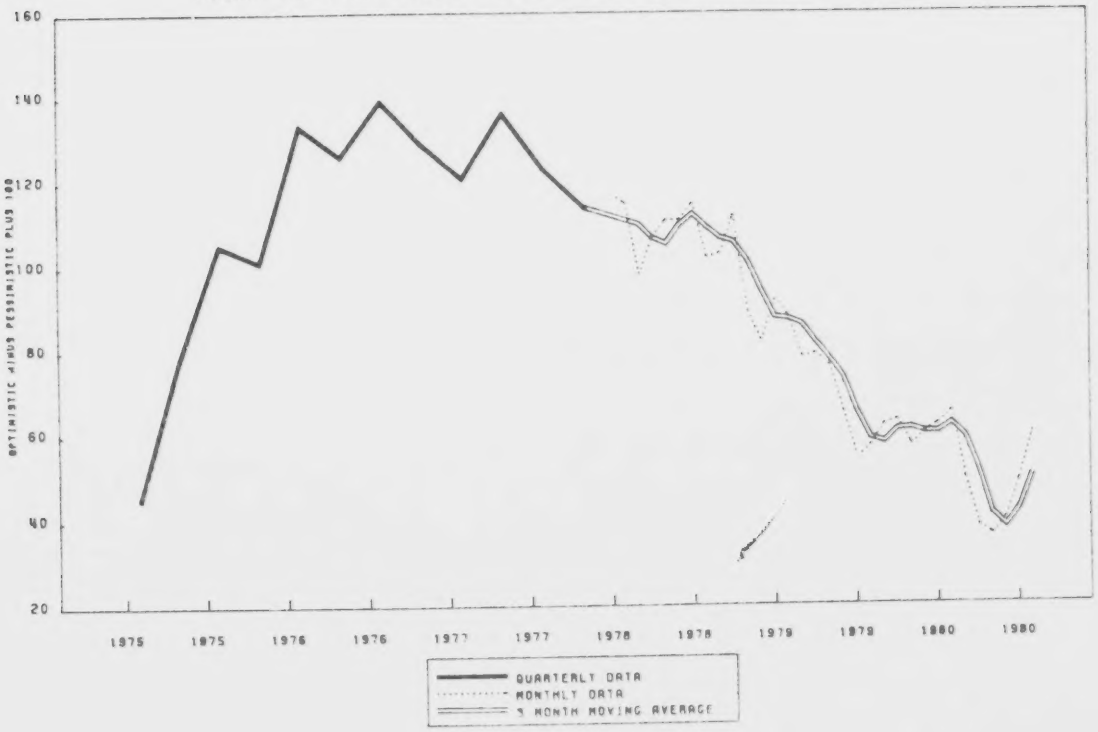


CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

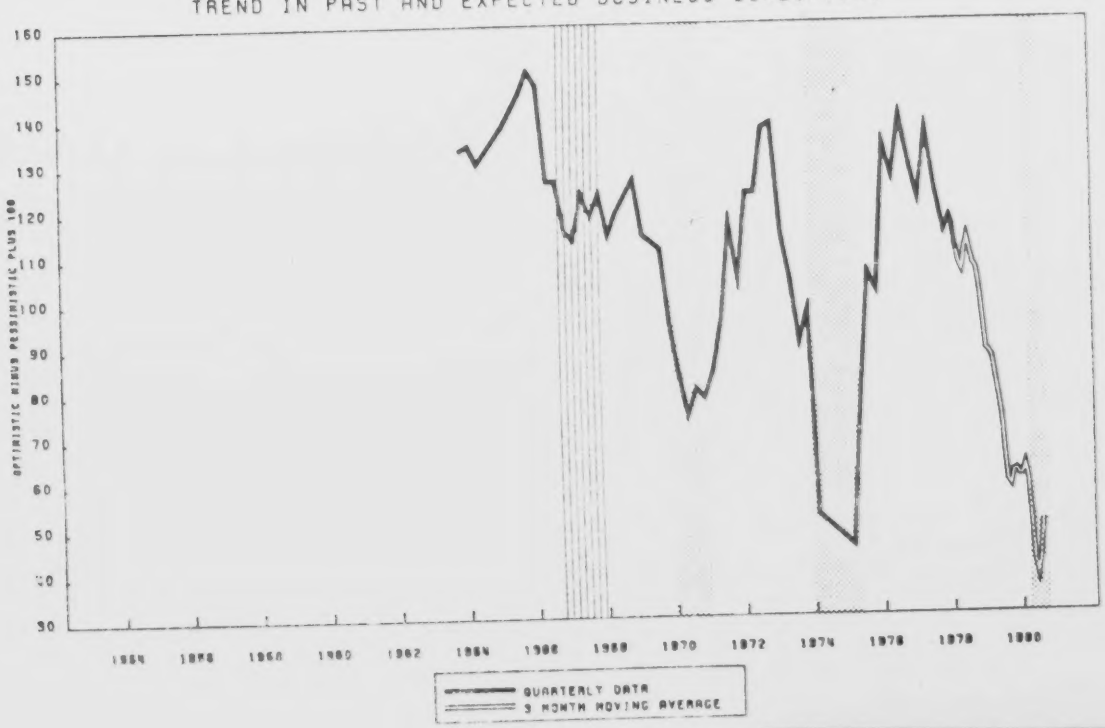


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TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
TREND:													
Continuous increase (a)	4%	5%	7%	4%	5%	6%	8%	3%	4%	1%	1%	2%	5%
Intermittant increase (b)	13	14	12	12	12	10	12	9	6	5	4	7	9
Remained unchanged (c)	5	5	7	8	6	9	6	6	3	1	2	1	3
Intermittant decline (d)	30	30	31	30	29	30	33	31	32	34	35	37	35
Continuous decline (e)	32	28	26	29	28	24	22	32	41	36	30	23	19
Mixed change (f)	12	13	11	14	14	16	15	14	10	20	23	26	23
,NA	4	5	6	3	6	5	4	5	4	3	5	4	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	656

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

+ : May add to more than 100% due to multiple mentions.

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

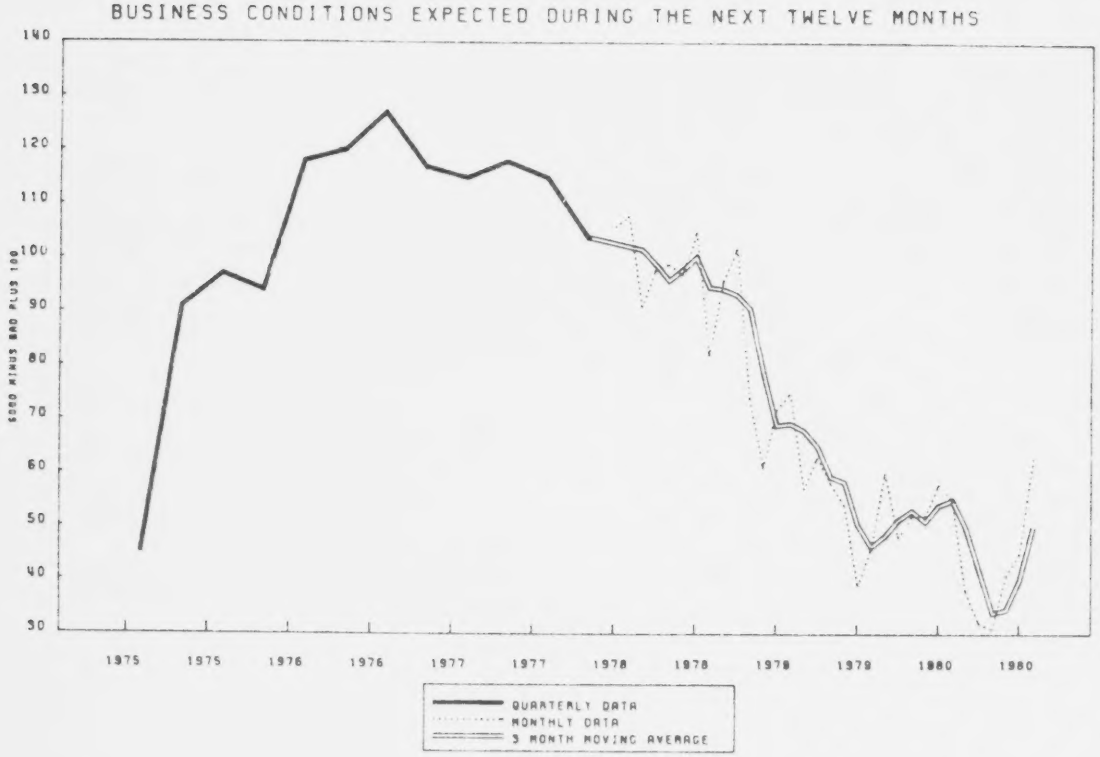
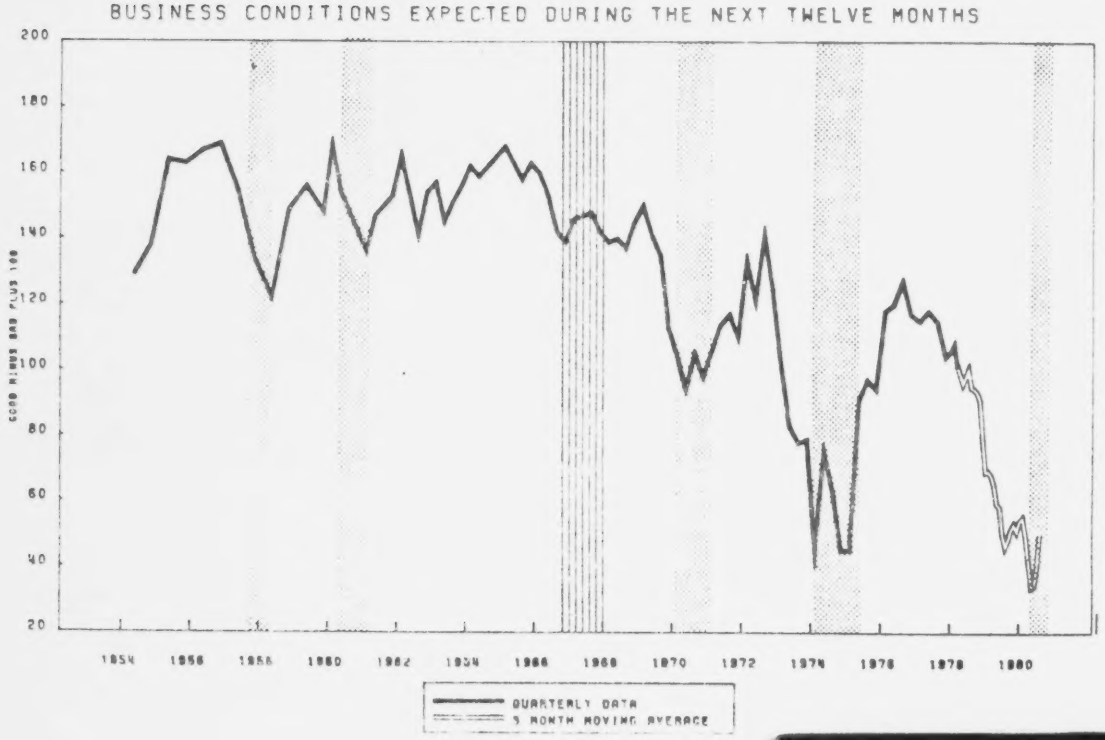


CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS



BEST AVAILABLE COPY

TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIMES	17%	23%	18%	20%	19%	24%	22%	14%	11%	13%	18%	19%	25%
UNCERTAIN; GOOD & BAD	3	3	1	3	2	1	1	1	1	1	1	1	2
BAD TIMES	71	63	70	68	69	66	67	76	79	82	75	74	62
DON'T KNOW	5	5	5	4	4	4	5	4	4	3	4	4	7
NOT ASCERTAINED	4	6	6	5	6	5	5	5	5	1	2	2	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	656

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

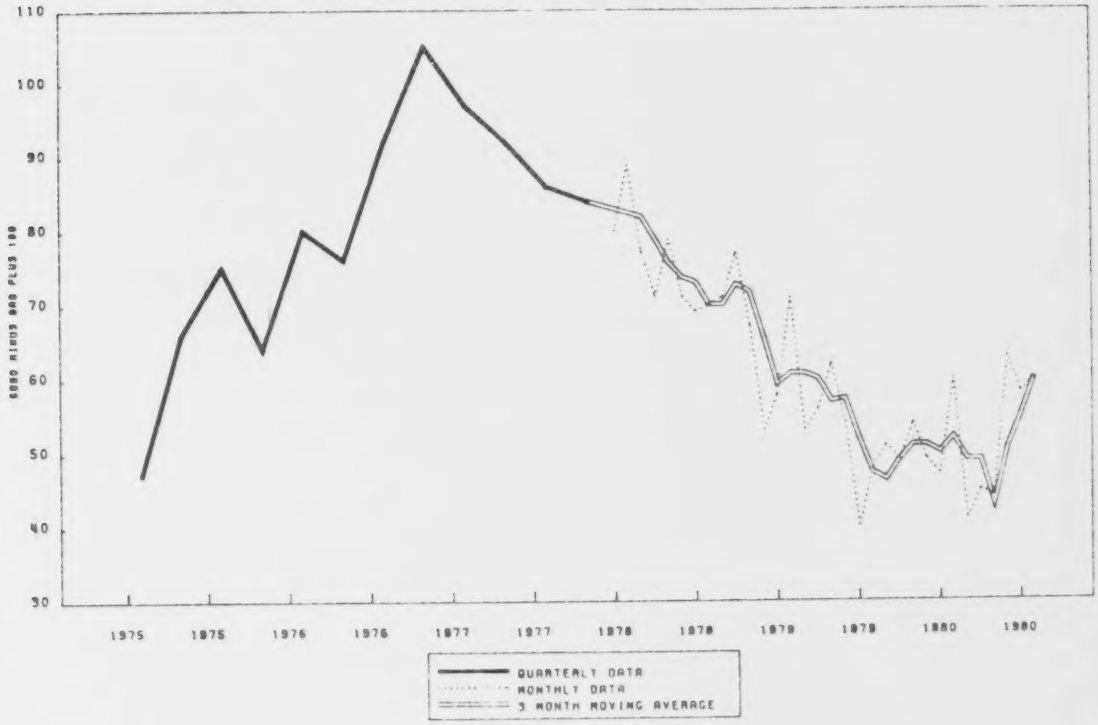


CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

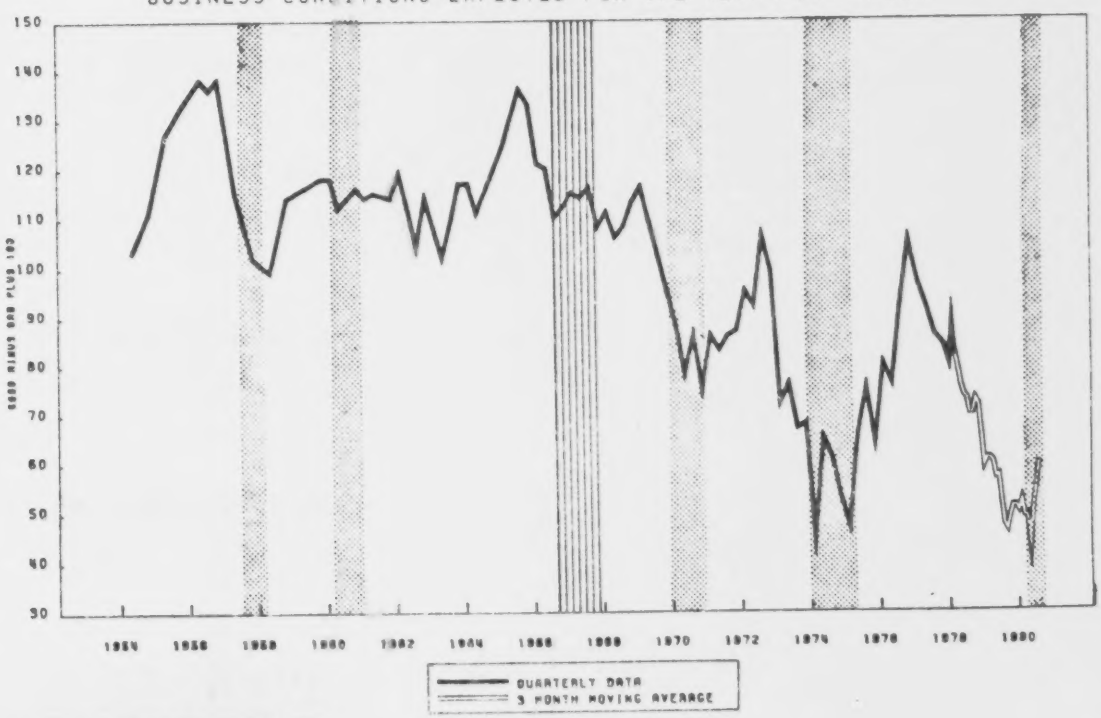


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TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIMES	14%	16%	16%	18%	15%	17%	21%	13%	14%	15%	22%	19%	19%
UNCERTAIN; GOOD & BAD	15	16	13	12	15	9	14	10	12	10	12	13	16
BAD TIMES	66	65	67	64	65	70	61	72	69	71	59	61	59
NOT ASCERTAINED	5	3	4	6	5	4	4	5	5	4	7	7	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES

EXPECTED CHANGE IN UNEMPLOYMENT

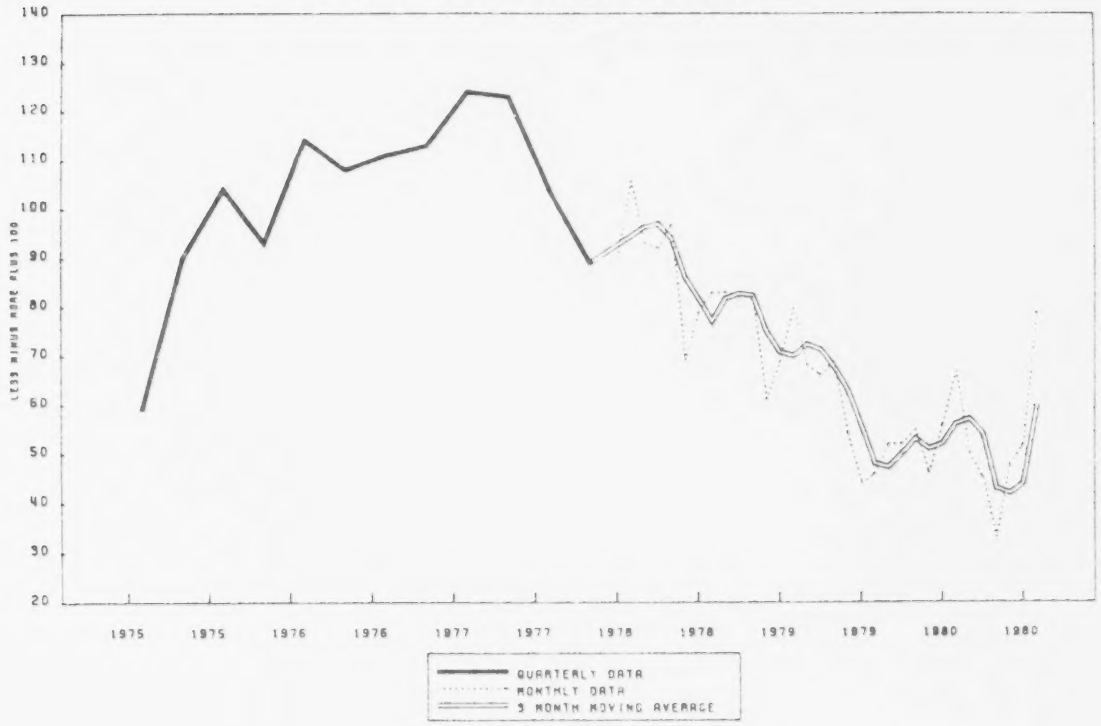

CHART 20 - HISTORICAL SERIES

EXPECTED CHANGE IN UNEMPLOYMENT

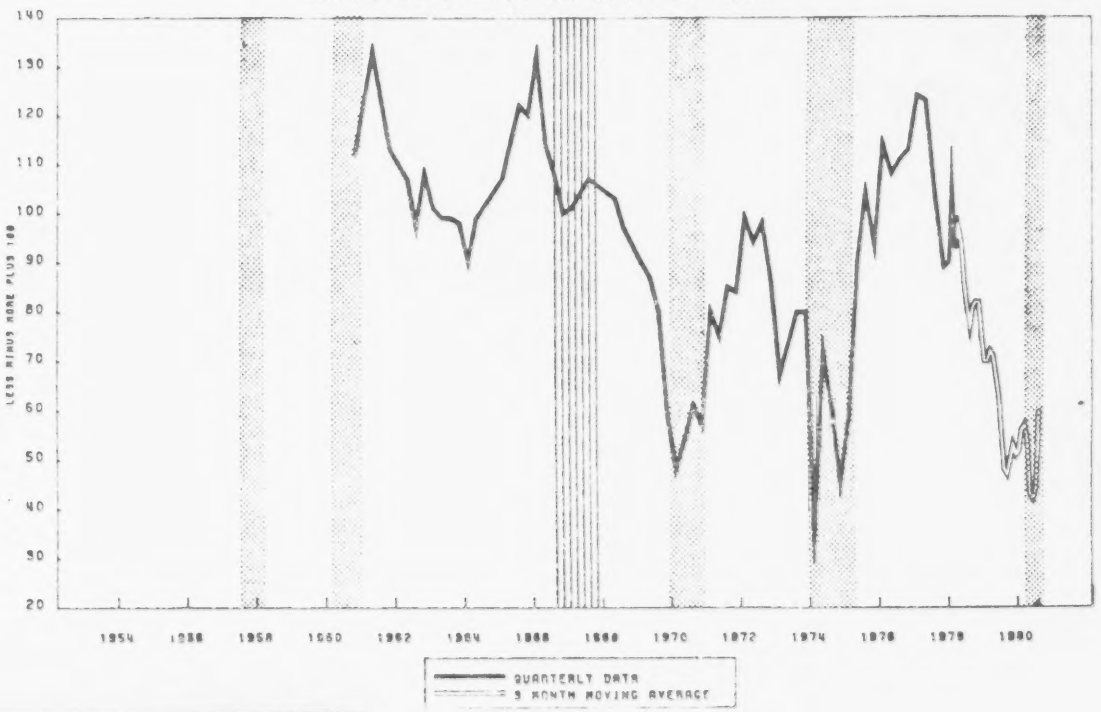

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TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
LESS	7%	7%	7%	8%	8%	9%	13%	7%	7%	5%	11%	11%	19
SAME	30	36	36	36	30	34	38	35	29	23	25	30	38
MORE	62	55	55	54	61	54	46	57	62	72	63	59	40
DK,NA	1	2	2	2	1	3	3	1	2	*	1	*	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES

EXPECTED CHANGE IN INTEREST RATES

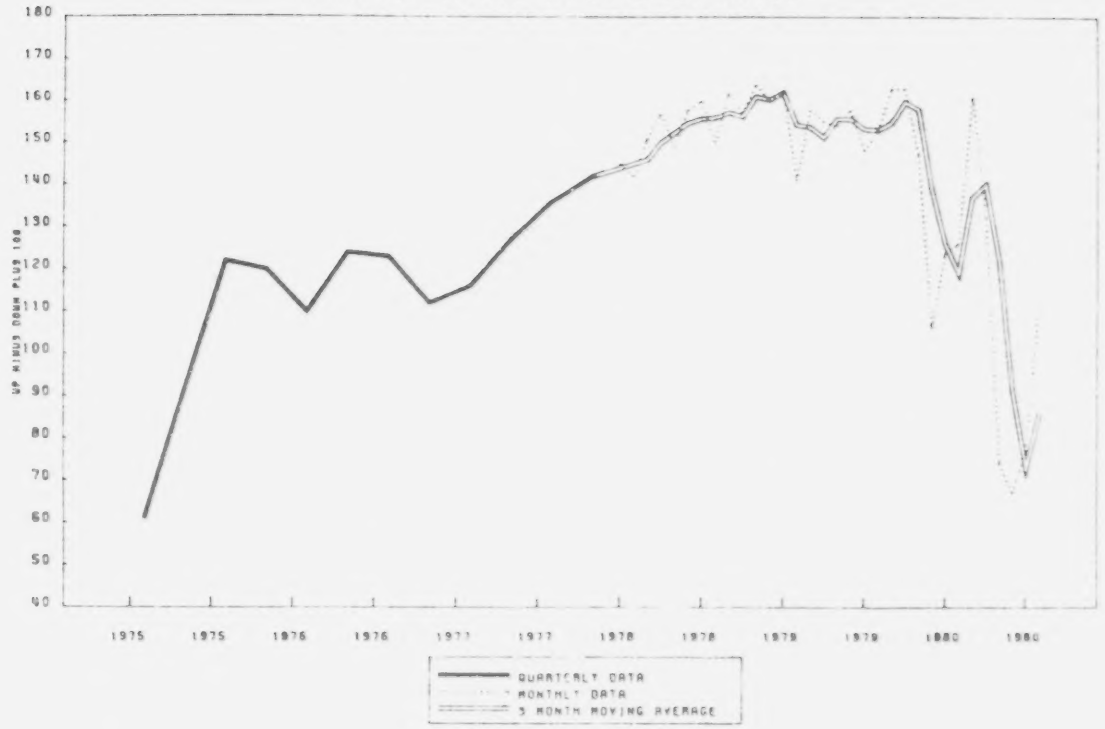
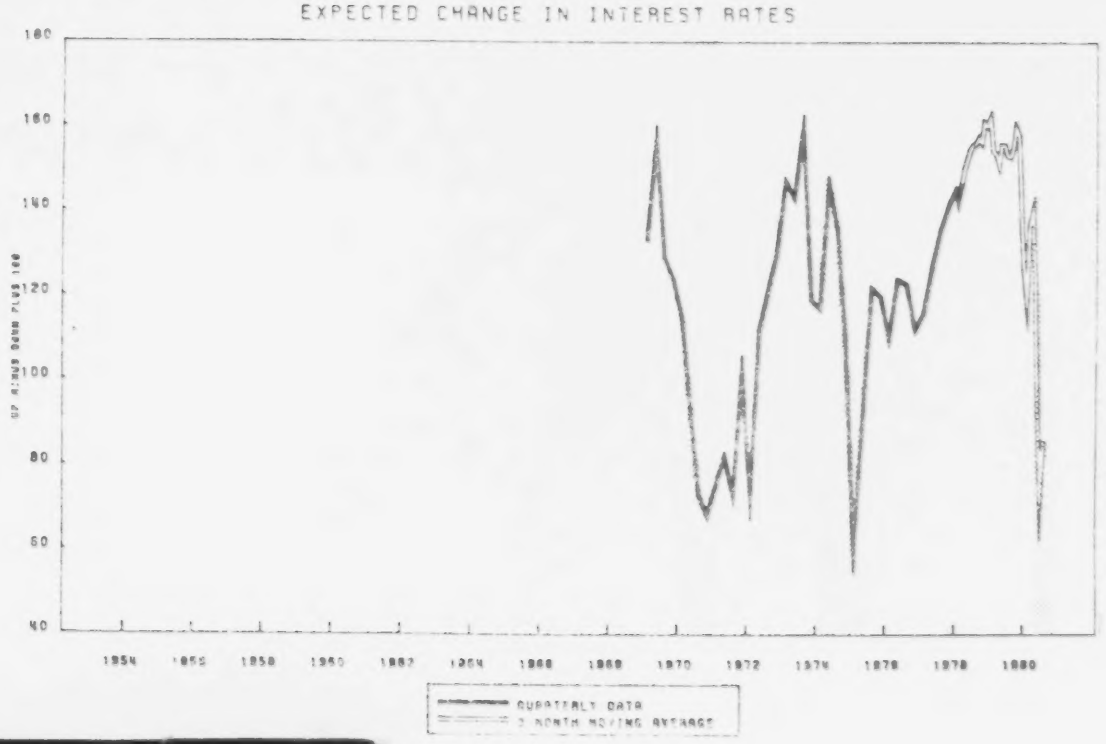


CHART 21 - HISTORICAL SERIES

EXPECTED CHANGE IN INTEREST RATES



BEST AVAILABLE COPY

TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GO UP	61%	70%	70%	62%	40%	45%	47%	71%	56%	26%	21%	21%	39%
STAY THE SAME	26	20	20	20	22	30	29	16	18	20	22	31	30
GO DOWN	8	7	7	15	34	21	21	10	24	52	54	44	26
DK,NA	5	3	3	3	4	4	3	3	2	2	3	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	656

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

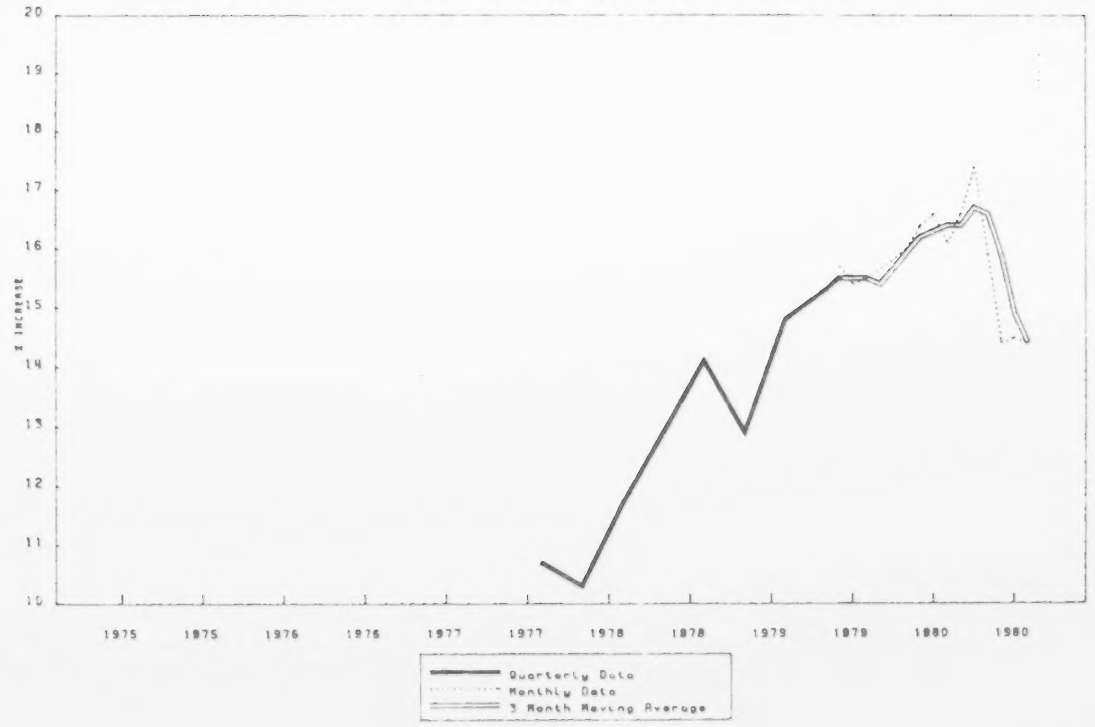


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TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
SAME OR DOWN	1%	na	na	2%	1%	1%	3%	2%	2%	5%	6%	4%	4
GONE UP BY:													
1-2%	2			1	3	1	1	2	2	1	1	3	2
3-4%	3			3	3	4	3	5	3	4	3	5	6
5%	7			5	5	6	6	6	5	5	6	7	8
6-9%	9			10	10	6	9	8	9	6	10	11	12
10-14%	30			31	33	32	28	25	24	27	25	22	20
15% or more	35			34	31	35	38	41	43	37	33	29	3[illegible]
DK how much up	13			14	14	15	12	11	12	15	15	18	15
DK,NA	*			*	*	*	*	*	*	*	1	1	1
TOTAL	100%			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	15.5			16.0	16.4	16.6	16.1	16.6	17.4	15.9	14.4	14.5	14.4
VARIANCE	142			162	188	176	149	167	179	175	140	168	16[illegible]
CASES	1212			1327	850	769	1019	707	719	703	688	668	65[illegible]

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

na : Not available.

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

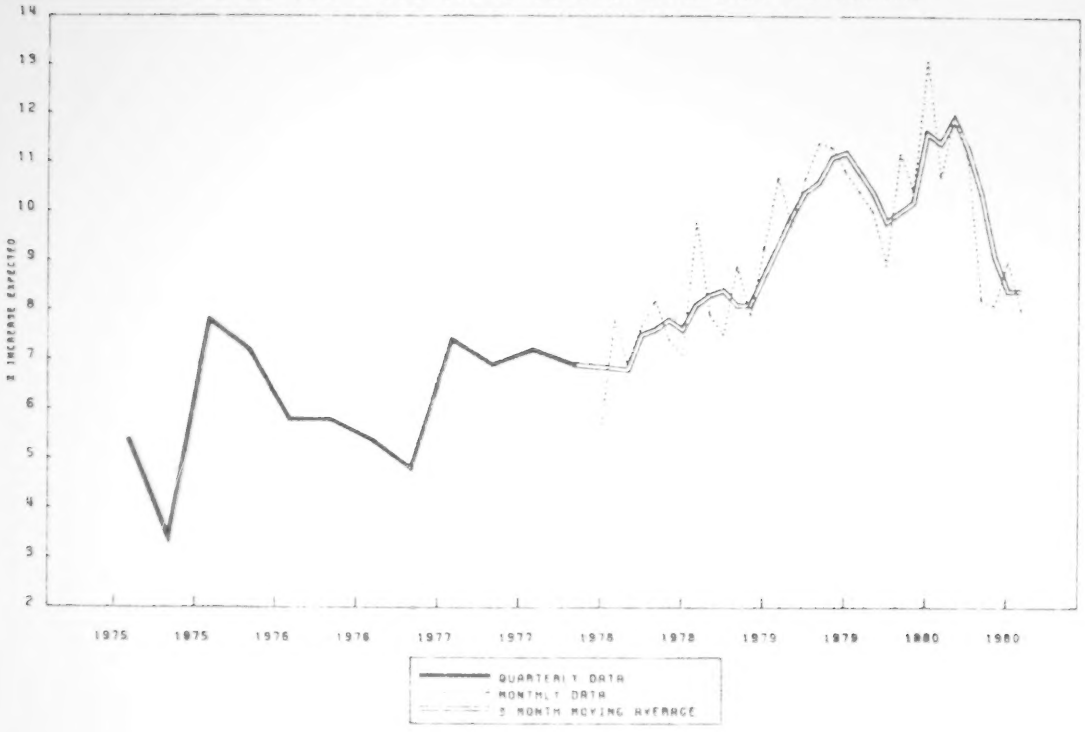

CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

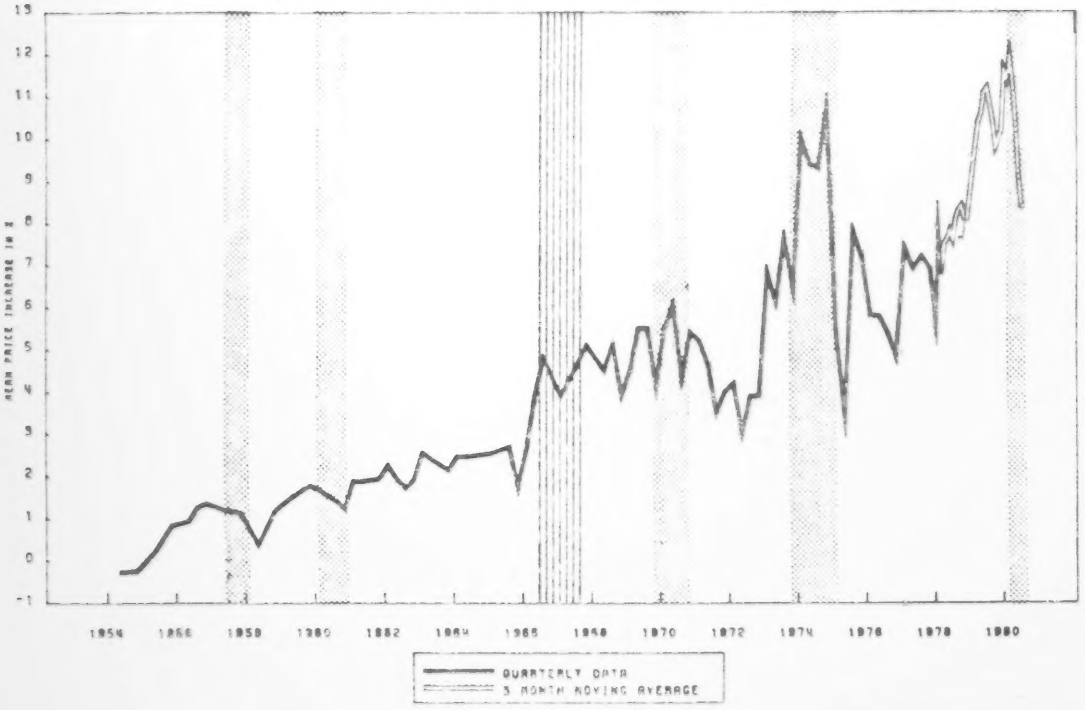

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TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 198
SAME OR DOWN	13%	12%	13%	12%	14%	9%	8%	13%	20%	31%	27%	22%	18
WILL GO UP BY:													
1-2%	2	5	4	2	3	2	4	3	2	1	3	3	6
3-4%	6	5	6	5	4	4	4	4	3	4	6	5	7
5%	9	8	10	7	7	7	11	8	7	9	7	8	11
6-9%	12	15	14	13	13	12	12	9	8	9	10	10	12
10-14%	28	27	25	29	28	28	31	26	24	17	20	21	24
15% or more	19	14	11	19	19	25	19	27	25	18	14	15	10
DK how much up	10	13	16	12	9	11	10	7	9	10	10	13	11
DK,NA	1	1	1	1	3	2	1	3	2	1	3	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100
MEAN INCREASE	10.4	9.7	8.9	11.2	10.8	13.1	10.7	12.0	11.1	8.2	8.1	9.0	8.
VARIANCE	92	89	71	111	103	139	84	122	125	92	89	95	71
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	65

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

CHART 24 - RECENT CHANGES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

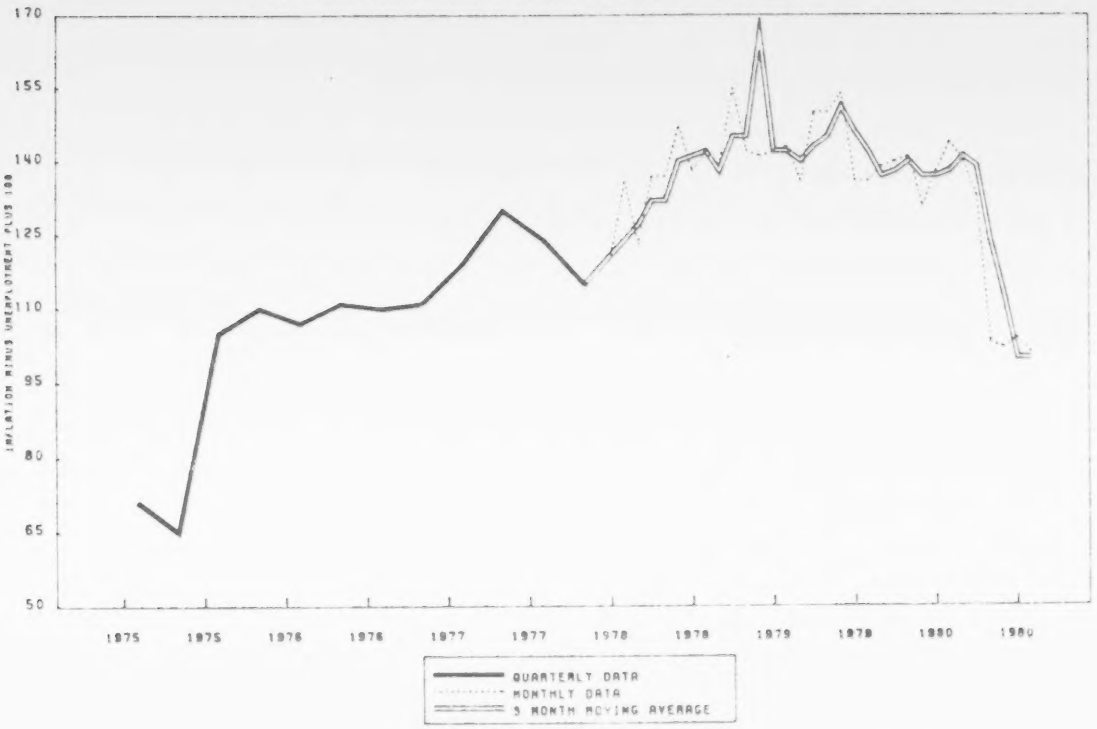

CHART 24 - HISTORICAL SERIES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

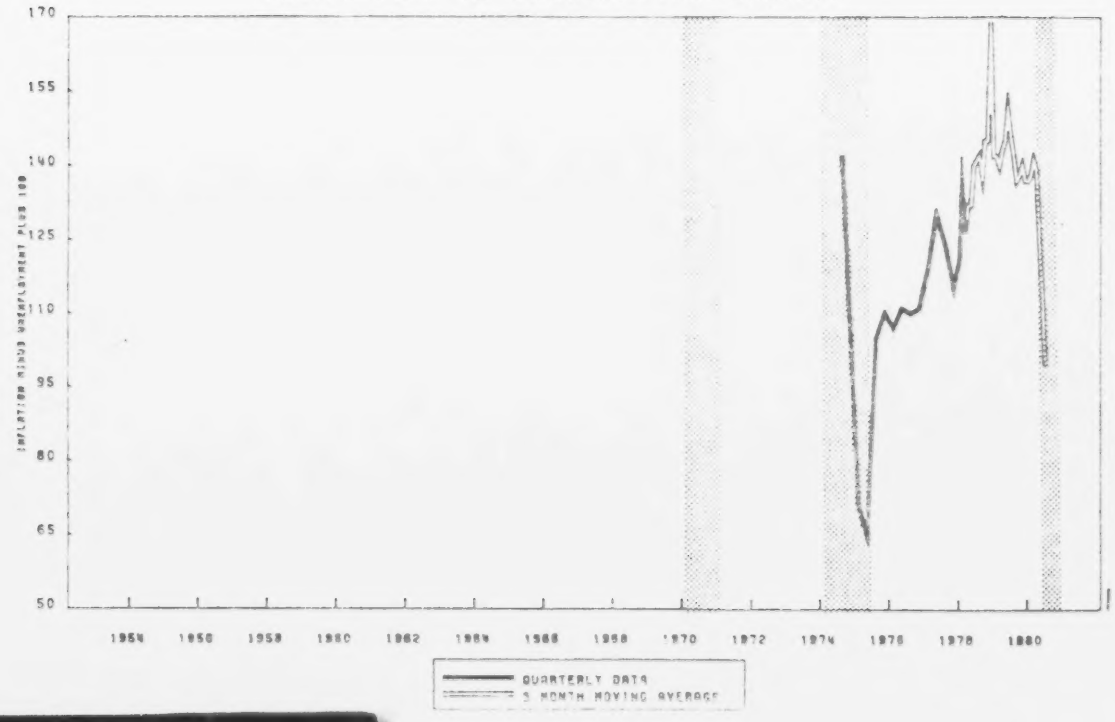

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TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 198
UNEMPLOYMENT	27%	26%	25%	24%	29%	26%	24%	25%	26%	40%	43%	45%	4
BOTH EQUALLY SERIOUS	9	7	8	8	9	7	7	8	14	16	11	11	10
INFLATION	63	65	65	65	60	64	68	65	59	43	45	41	44
DK,NA	1	2	2	3	2	3	1	2	1	1	1	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	65

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

CHART 25 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

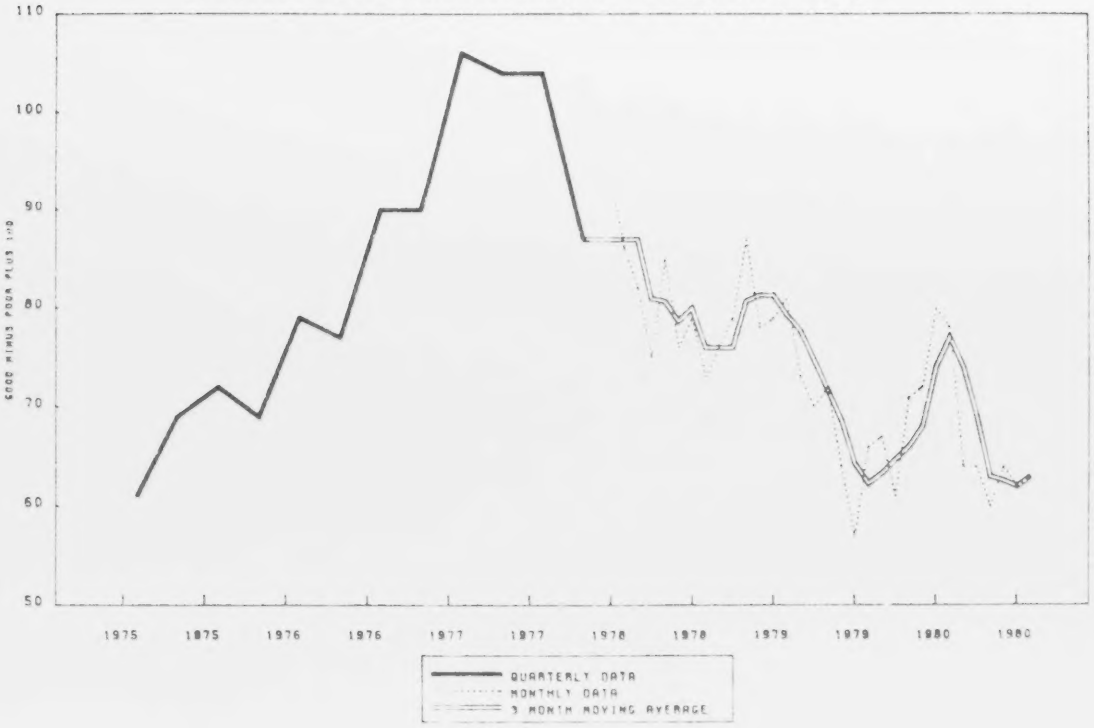

CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

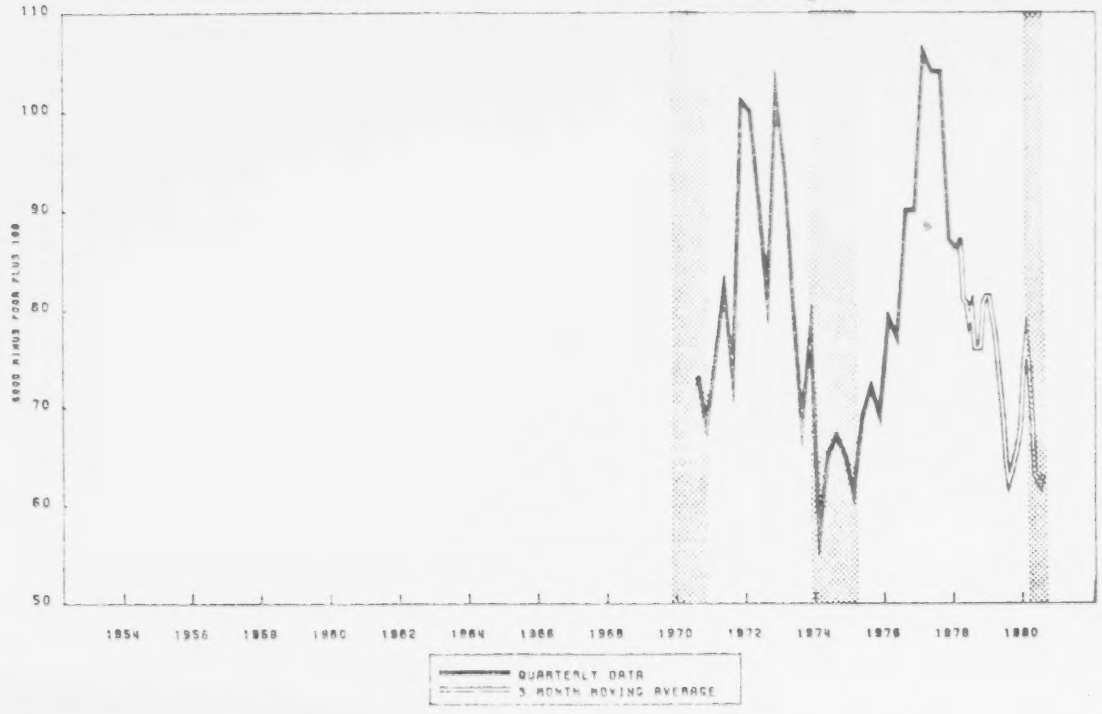

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TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Au . 198
A GOOD JOB	8%	7%	6%	10%	9%	11%	12%	7%	6%	5%	10%	9%	8%
ONLY FAIR	48	51	46	47	49	54	51	46	48	48	40	41	45
A POOR JOB	42	40	45	39	38	31	34	43	42	45	46	47	45
DK,NA	2	2	3	4	4	4	3	4	4	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 26 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

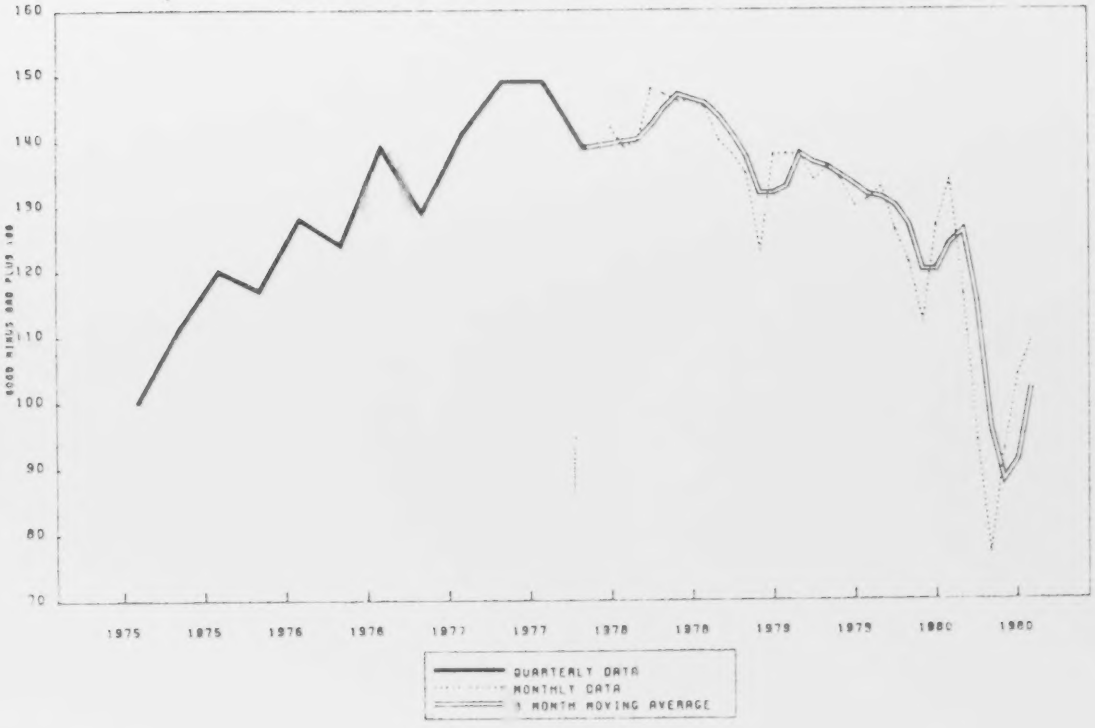

CHART 26 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

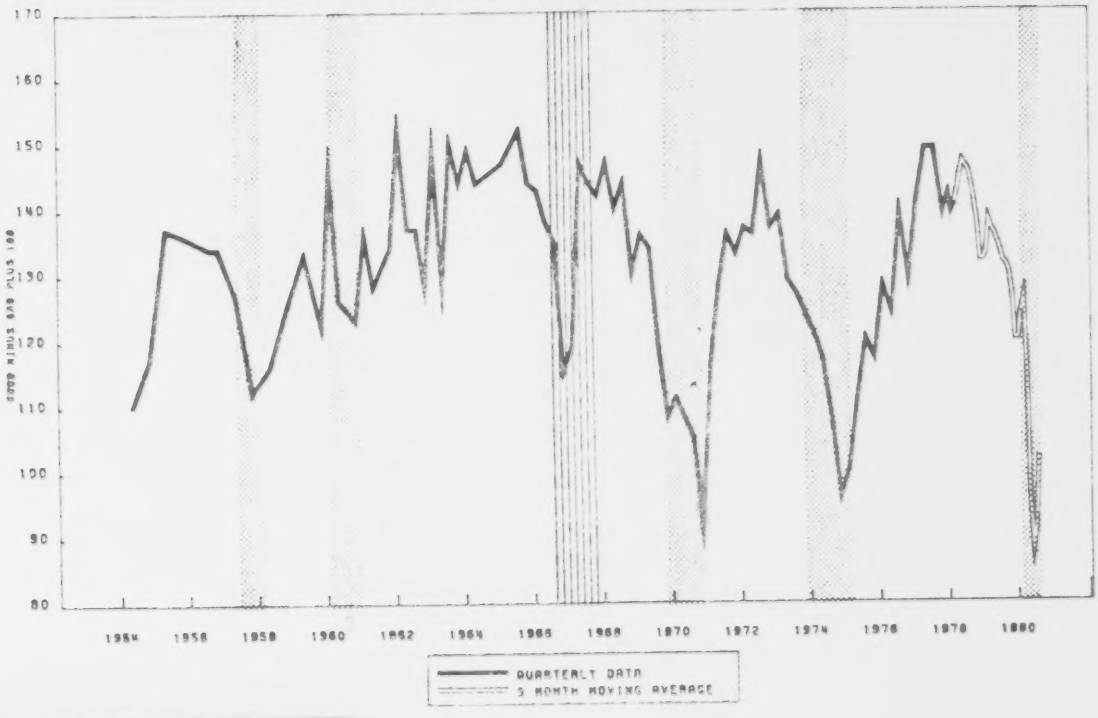

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TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIME TO BUY	58%	62%	58%	53%	52%	60%	60%	54%	41%	35%	41%	44%	47%
UNCERTAIN, DEPENDS	15	9	10	14	6	7	14	8	12	7	11	16	15
BAD TIME TO BUY	27	29	32	33	42	33	26	38	47	58	48	40	38
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	656

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 198
GOOD TIME TO BUY:													
Prices are low; good buys available	19%	13%	8%	18%	12%	17%	23%	12%	9%	14%	16%	19%	17
Prices won't come down; are going higher	33	42	48	27	38	47	33	43	28	25	26	22	27
Interest rates low; credit is easy	1	3	5	2	3	3	3	5	3	2	3	5	5
BAD TIME TO BUY:													
Prices are high	17	18	18	20	25	20	16	23	30	34	29	23	23
Interest rates are high; credit is tight	5	11	9	13	17	12	11	19	28	31	24	19	16
Lack of purchasing power	9	11	14	9	15	19	8	12	14	16	15	20	14

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

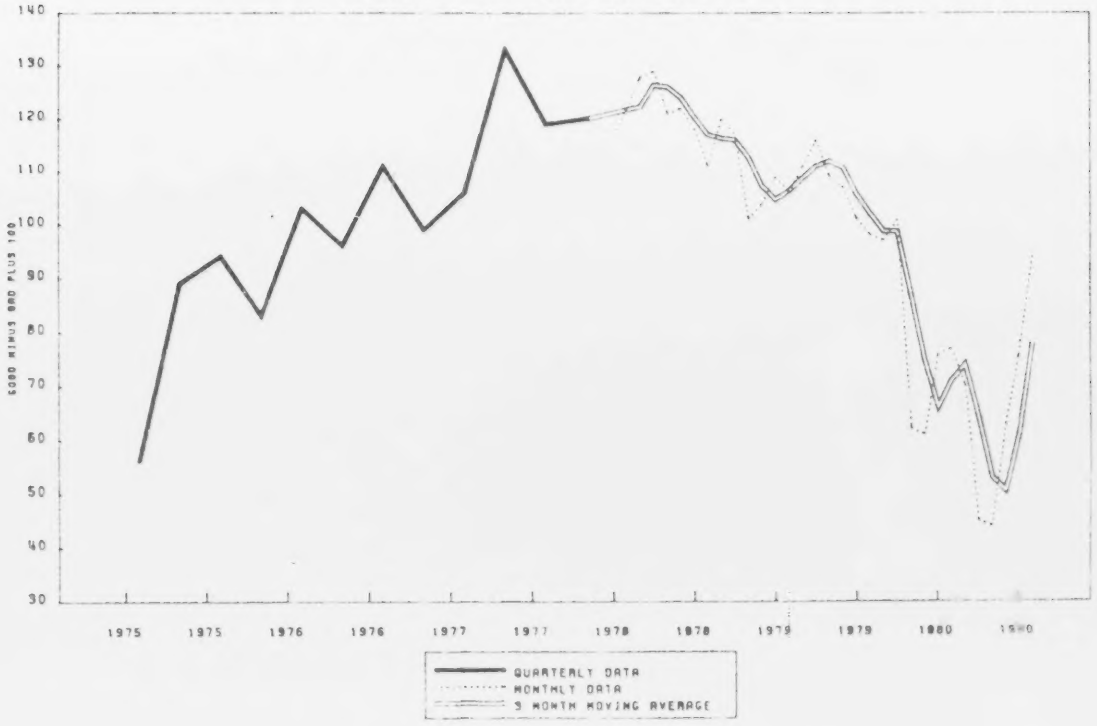

CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

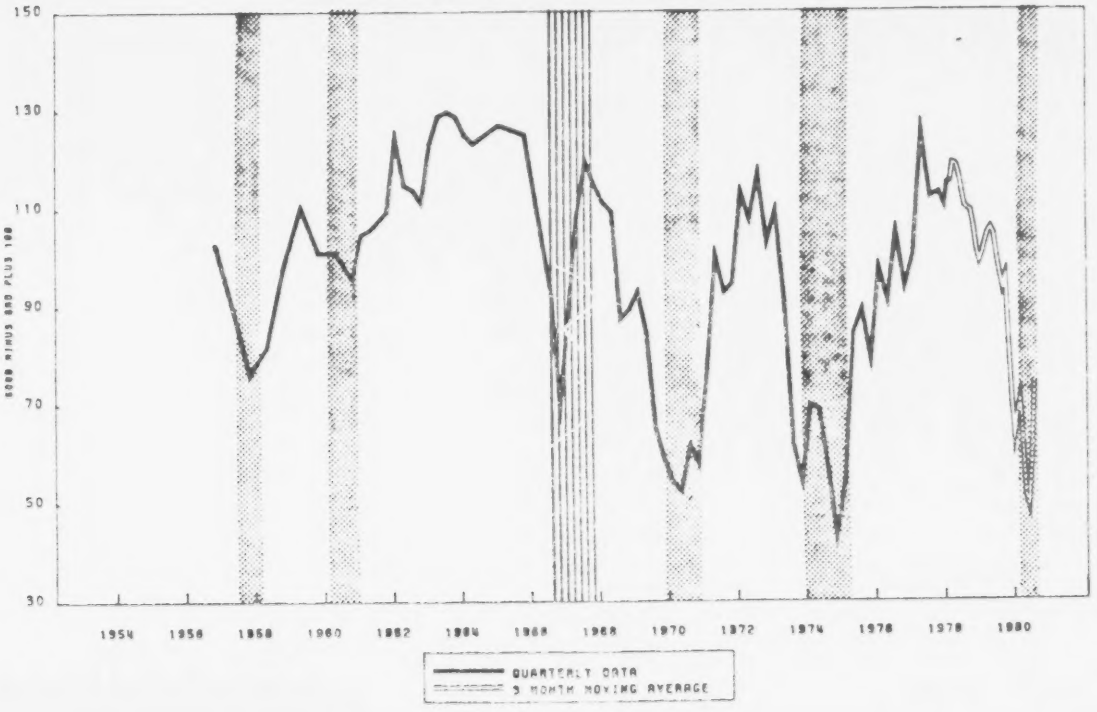

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TABLE 28

BUYING CONDITIONS FOR HOUSES

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 19
GOOD TIME TO BUY	46%	46%	47%	28%	28%	36%	36%	32%	19%	18%	29%	34%	4
UNCERTAIN, DEPENDS	6	5	6	6	6	4	5	6	7	8	5	8	
BAD TIME TO BUY	48	49	47	66	66	60	59	62	74	74	66	58	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
CASES	1212	946	1167	1327	850	769	1019	707	719	703	686	668	65

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIME TO BUY:													
Prices are low; good buys available	3%	na	na	3%	na	na	4%	na	4%	3%	6%	9%	9%
Prices won't come down; are going higher	30			17			20		8	8	11	12	14
Interest rates low; credit is easy	10			8			9		3	6	16	23	28
Good investment	12			8			12		9	7	5	6	11
BAD TIME TO BUY:													
Prices are high	31			31			30		31	30	27	30	26
Interest rates are high; credit is tight	31			68			56		76	75	66	53	41
Lack of purchasing power	9			9			8		8	9	10	15	12

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

na : Not available.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

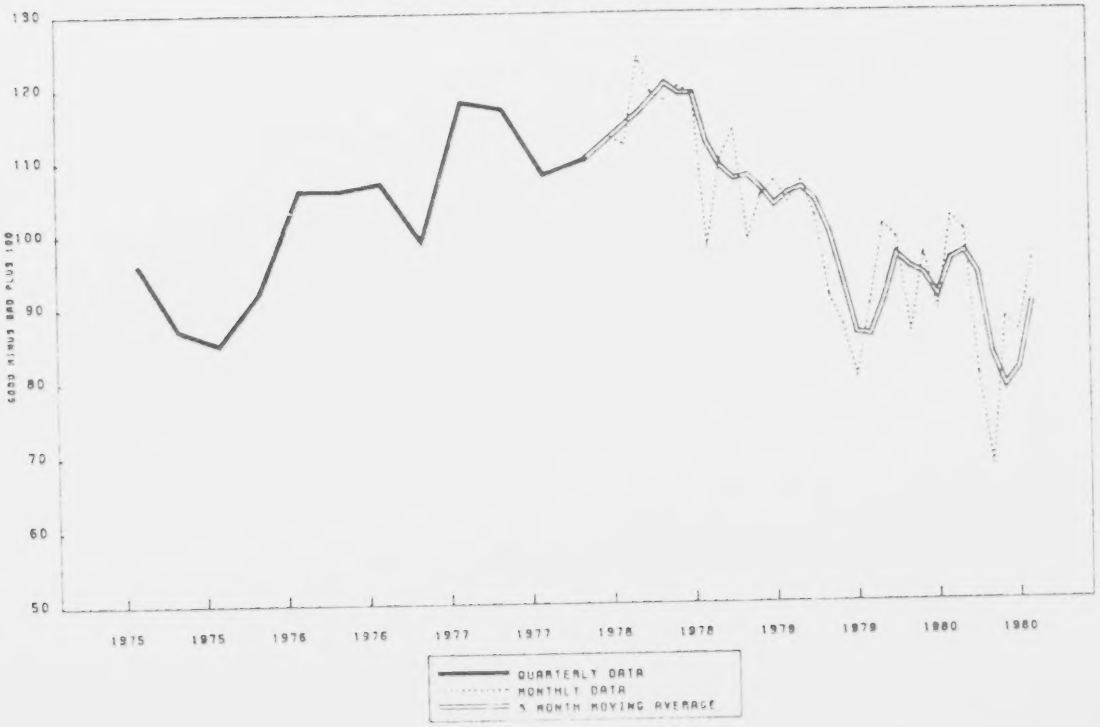
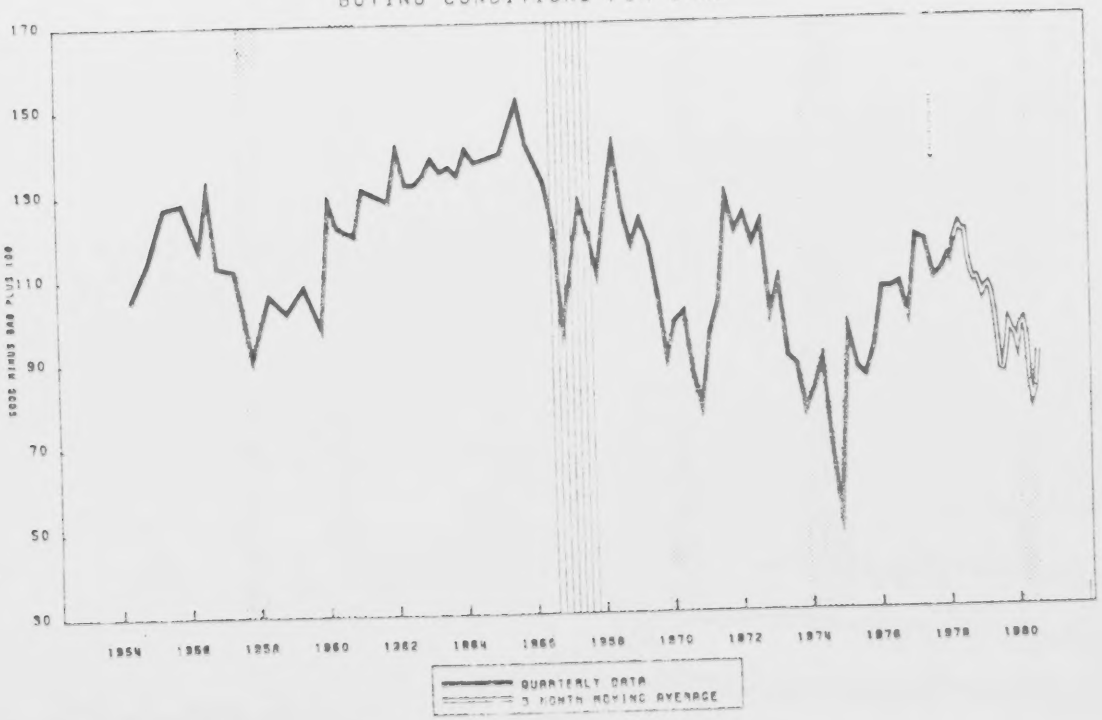


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS



BEST AVAILABLE COPY

TABLE 30

BUYING CONDITIONS FOR CARS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIME TO BUY	38%	44%	45%	38%	44%	40%	47%	45%	35%	29%	37%	36%	42%
UNCERTAIN; DEPENDS	14	11	9	10	9	10	8	10	10	10	14	14	12
BAD TIME TO BUY	48	45	46	52	47	50	45	45	55	61	49	50	46
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1212	946	1167	1327	850	769	1019	707	719	703	688	668	658

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
GOOD TIME TO BUY:													
Prices are low; good buys available	17%	21%	16%	14%	20%	13%	21%	19%	15%	25%	27%	25%	24%
Prices won't come down; are going higher	14	21	23	16	20	22	19	22	10	8	9	13	12
Interest rates low; credit is easy	1	2	3	2	1	2	3	3	4	1	3	4	4
New fuel efficient models	11	9	8	8	10	8	14	13	12	6	5	3	7
BAD TIME TO BUY:													
Prices are high	27	25	27	30	27	31	22	25	32	30	24	27	27
Interest rates are high; credit is tight	7	7	8	18	18	13	14	17	24	29	22	11	11
Lack of purchasing power	6	5	4	6	7	9	4	6	6	7	6	9	9
Price of gas; shortages	18	14	13	10	13	19	13	16	16	15	9	6	5
Poor selection; quality	11	11	10	8	8	10	10	9	8	7	10	13	13

Responses to the query: "Why do you say so?" following the question on Table 30.

+ May add to more than 100% due to multiple mentions.

TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
PROBABLY WILL BUY	14%	na	na	16%	na	na	20%	na	16%	13%	12%	17%	16
CHANCES ARE EVEN	7			6			8		7	7	8	5	7
PROBABLY WILL NOT BUY	69			68			62		69	67	68	67	61
DK,NA	10			10			10		8	13	12	11	16
TOTAL	100%			100%			100%		100%	100%	100%	100%	100
CASES	1212			1327			1019		719	703	688	668	658

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

na : Not available.

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	21%	na	na	22%	na	na	28%	na	23%	20%	20%	22%	23%
PURCHASE TYPE:													
Buy new	11			9			14		11	7	9	10	8
Buy used	9			11			12		9	9	7	11	12
Lease	1			1			1		2	1	1	1	1
DK,NA	*			1			1		1	3	3	*	2
PURCHASE TIMING:													
Next 3 months	3			4			2		4	2	1	5	3
Next 4-6 months	4			4			7		6	6	6	5	5
Next 7-9 months	4			5			7		6	5	5	3	4
10 months or more	4			5			6		2	3	5	4	4
DK,NA	6			4			6		5	4	3	5	7

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

na : Not available.

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Aug. 1979	Sept 1979	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	69%	na	na	68%	na	na	62%	na	69%	67%	68%	67%	61%
PURCHASE TYPE:													
Would buy new	39			41			36		40	39	38	40	35
Would buy used	28			25			24		26	25	27	24	24
DK,NA	2			2			2		3	3	3	3	2
PURCHASE TIMING:													
Less than 2 years	7			7			7		8	7	6	4	6
2 years	20			18			21		14	17	21	20	18
3 years	11			11			7		12	10	11	10	8
4 years or more	17			19			17		20	19	20	21	21
Indefinite	6			6			3		6	4	3	4	4
DK,NA	8			7			7		9	10	7	8	4

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

na : Not available.